

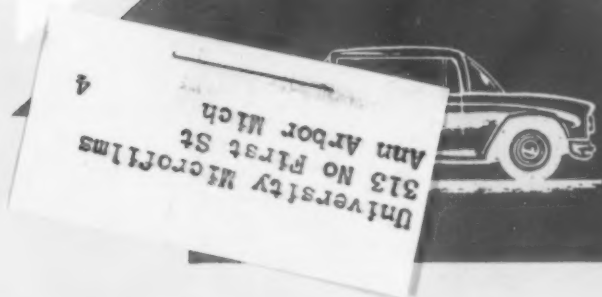
SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921


August 1960

Will Compacts
COMPACT

DEALERS' PROFIT\$?



Late-Model Car Values Expected to Slide
(Page 35)



PERFECT CIRCLE
PISTON RINGS ARE BUILT
TO TAKE IT

EATING AWAY DROP BY DROP

Moisture and acids formed by combustion can eat away piston rings, much as they eat away mufflers and tailpipes.

Perfect Circle protects against this corrosive wear with extra-thick, solid chrome plating. For abnormally corrosive applications, special alloys are also used. And, Perfect Circle rings are even specially protected from corrosive skin acids during production, packing and installation.

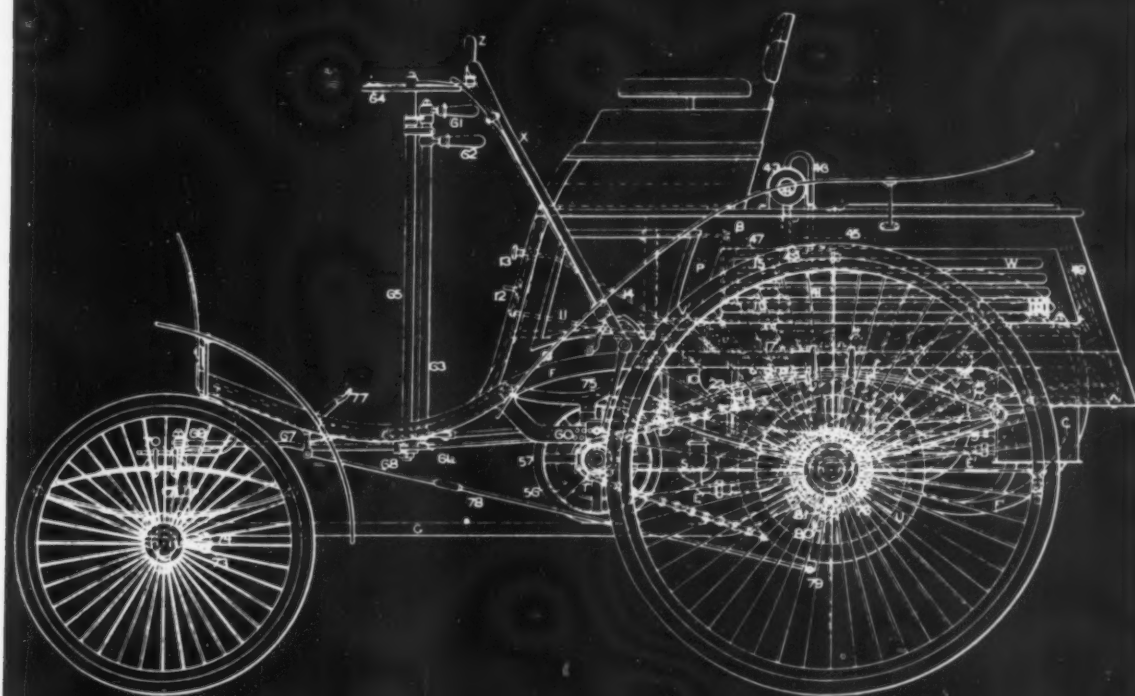
Perfect Circle rings are built to take the toughest engine wear. Insist on Perfect Circles—the most preferred piston rings in all the world.



PERFECT  CIRCLE

PISTON RINGS • PRECISION CASTINGS • POWER SERVICE PRODUCTS • SPEEDOSTAT
HAGERSTOWN, INDIANA • DON MILLS, ONTARIO, CANADA

one of the very few cars* you can't tune up with a Hygrade Jiffy Kit



*Sorry, no Jiffy Kit available for this 1898 Benz "Ideal" Two-Seat Motor Carriage.



You can tune up over 90% of all cars on the road with one economical assortment of Hygrade Jiffy Kits. Jiffy Kits contain needle valves and seats, gaskets, economizer valves, pump pistons, instructions and tools—to fit all carburetors: Carter, Stromberg, Ford, Holley, Rochester... and small engines, too!

See your jobber or write HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., Long Island City 1, New York.

HYGRADE JIFFY KITS

for carburetor tune up



a kit for almost every car

A SINGLE SOURCE OF COMPLETE INFORMATION

The South-Southwest is a unique region with its own peculiar characteristics and buying habits. Unlike the heavily populated areas in other regions of the country with large metropolitan buying centers, this area is made up chiefly of widely scattered small towns, served from many distributing centers in the South-Southwest.

In past years hardly a day went by that the offices of SOUTHERN AUTOMOTIVE JOURNAL—Atlanta and Dallas—

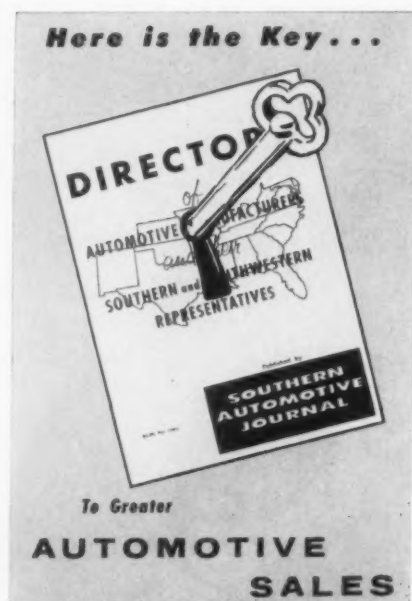
were not called by some automotive wholesaler or distributor desiring to get in touch with the nearest representative of a certain parts or equipment manufacturer. Frequently these long distance calls came from as much as 500 miles away.

SOUTHERN AUTOMOTIVE JOURNAL's Directory of Automotive Manufacturers and their Southern and Southwestern Representatives is received with enthusiasm by the jobbers throughout the territory. Published annually, the coming Directory will be the fifth edition.

Listing approximately fourteen hundred manufacturers of automotive replacement parts, equipment and supplies, the Directory shows complete factory address, plus the name, address and telephone number of each of the Southern and Southwestern offices or representatives of the manufacturer.

In the Buyers' Guide Section are shown the products of manufacturers advertising in the Directory, with cross-reference to the page number of their advertisement.

The Directory hangs on the desks of most of the buyers of the automotive wholesalers throughout the South and Southwest and is used continuously throughout the year.



your products

**BEFORE JOBBERS AND BUYERS CONSTANTLY . . .
FOR A WHOLE YEAR !!!**

Your advertising in the S. A. J. Annual Directory keeps your story in buying hands and at the right times. When your customers and prospects are looking for sources of supply—are contacting Southern or Southwestern representatives for information—be sure your products and services are prominently before them.

FULL COVERAGE

The S. A. J. Directory gives full and complete coverage of the Southern automotive buyers. A copy of the S. A. J. Directory is sent to the buyer of every automotive jobbing house on record in the nineteen Southern and Southwestern states — branch stores and main offices. In addition, copies are sent to the oil equipment jobbers, specialty jobbers, and to the district offices of the major oil companies. With over 6,000 Directories, every jobber buyer of automotive parts, equipment or supplies in the South and Southwest receives a copy.

EFFECTIVE ADVERTISING TIE-IN

Each advertisement is positioned as close as possible to the complimentary listing of the manufacturer and his Southern and Southwestern representatives.

In the alphabetical listing of manufacturers, the company name and address of each advertiser is shown in bold face type, with reference to the page number of the advertisement.

The products of each advertiser are shown in the buyers' guide.

CLOSES NOVEMBER 1st—RATES ON REQUEST

SOUTHERN AUTOMOTIVE JOURNAL DIRECTORY

of AUTOMOTIVE MANUFACTURERS AND THEIR SOUTHERN AND SOUTHWESTERN REPRESENTATIVES
806 Peachtree Street, N.E. a W. R. C. Smith Publication Atlanta 8, Georgia

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

VOLUME 40 NO. 8

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Serving the 19 Southern and
Southwestern States Since 1921

Contents for August 1960

SELLING CARS AND SERVICE

Will Compacts COMPACT Dealers' Profit\$? . . . 35

(and herein you can take your choice of predictions as made—and quoted—from dealers over the South.)

IGOA Pulls Record to South 42

(as the smiling faces of this six-year-old association of garagemen testified at the Atlanta convention.)

We Move 350 Used Cars a Month 45

(which will be even more valuable to dealers who face the changing used-car market brought on by compacts.)

Sources of Jobbers' Volume 47

(and as you would expect, garages and service stations are accounting for a big slice of wholesaler sales.)

LIFTS: Steppingstone to Shop Volume 52

(because this big Chevrolet dealership in Dallas explains how it found this true in its own shop operations.)

SIGNPOSTS OF THE TIMES AS LEADERS PAINT THEM

As Two Dealer Leaders See Compacts 37

(and if you think compacts are all rosy to merchandise, read what the Florida and Georgia dealers' associations' presidents say—both the pros and the cons.)

We Can "Grow" Mechanics 44

(but it will call for a definite program as outlined by this outstanding garageman from California. The goal is to combat the rising shortage of mechanics, of course.)



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ONE BRAND...ONE SOURCE

on everything you need in engine additives



You've built a good business by recommending—and selling—one brand of gasoline . . . oil . . . tires . . . and other major lines. Casite Products, too, can be one of your best profit brands.

Here, for the first time, you can get every engine additive you need from one source—your Casite Distributor. Also, for the first time, you can recommend and sell the *right* treatment for your customers' engine ills—whether it's in the firing zone, the friction zone, or for automatic transmissions.

With these practical and time-saving tune-up, corrective and trouble preventing Casite

Additives, you attract and hold more car owners—gain their respect and confidence—and get a bigger share of ALL their automotive purchases.

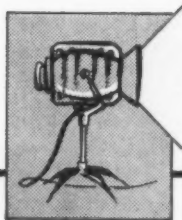
Easy to Stock ... Easy to Sell!



A complete stock of the new Casite Additives—everything you need for Casite's 3-zone "prescription service"—costs you only \$22.56. A special Tri-Pack case includes 8 cans each of Improved Casite Tune-Up, new Casite HD crankcase concentrate and new "Smooth-Seal" for automatic transmissions. List price of the 24 cans is \$37.60—your profit \$15.04, a healthy return on your investment. Your Casite Distributor also has 24-can cases of each of the three products.

CASITE co-sponsors the Paul Harvey News daily over 258 stations on the ABC Radio Network. Check your local ABC station for tune-in time.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN
Casite Additives, Piston Rings, Oil Filters, Spark Plugs



Automotive **SPOTLIGHT**

August 1960

Get ready for even more compact talk for the next several months. Where these little fellows are going to take us, volume-wise and profit-wise, will be of concern to every soul in the industry. Generally beefed up with more hp, the '61 compacts will feature such newcomers as Pontiac's Tempest, sporting the first four-cylinder engine among U.S. cars since the short-lived Henry J seven years ago. It'll have a transaxle, permitting the transmission to be moved to the rear with the differential and thereby taking out that camel's hump from the floorboard.

What about the profits from these new jobs? With every dealer except Cadillac men selling one (and often two or three) compact, what's going to happen in the average Southern town where often you find, for example, one firm selling Chevy and Olds, or Chevy and Buick, Olds-Buick, etc? These dealers face a choice of stepping up their inventory or having some powerful arguments with factories' field men. But how many compacts will the market absorb and how to prepare for other uncertainties about the public's whimsical tastes?

Said a Tarheel dealer, long prominent in his state association, to SAJ editors last month during an interview: "I've been selling our Big Three line for 25 years. I own this building and the factory can't get another building in this town unless someone wants to build it, and I doubt that anyone would take that gamble. So, if the cut-raters get too rough on me, I'm going to be a used-car dealer until the storm blows over and then I'll bet you I can get back my franchise or get hold of one that will be okay."

Some dealers are happy, others are glum, about the whole matter. You can get a broad picture of what they're saying and thinking by turning to the comprehensive report beginning on page 35.

Trading stamps are no good for business. That's what several thousand service stations have decided in California, which has a new law requiring posting of signs indicating the cash value of stamps. The stamps have not brought in new business, so the station operators there, in great numbers, have begun abandoning the whole plan.

Breezing over the industry to pick up some Southern flavors: Parts wholesalers have found their volume less inclined to move up than in some recent years, although 52% report sales a bit higher (page 136). . . . Southern dealer friends are wondering if the skyrocket career of Byron J. Nichols will edge higher now that William C. Newberg has relinquished the presidency of Chrysler Corp. Nichols spent his boyhood in Dallas, Beaumont and Houston and represented De Soto in Atlanta less than a decade ago. Now he's near the top in Chrysler executive positions, so there's speculation if Board Chairman-President L. L. "Tex" Colbert is eying the younger Nichols for elevation. . . . Sales of anti-freeze shouldn't be so gobbledygooked this fall, as most manufacturers have taken steps to clean up their distribution policies so dry goods stores, beauty shops, funeral parlors, etc., won't be competing with logical retailers, according to a sample survey in the field by SAJ editors.



Upper Ball Joint Package



Lower Ball Joint Package



Support Bracket Cam and Bushing Package



Strut Bushing and Retainer Package

Let MoPAR front end service packages earn for you

There's big profit in volume front end work—when you go after it—and when you use MoPar Front End Service Packages.

These complete kits save time, eliminate waste motion. They contain *all the exact parts* you need for a particular job. Each package contains detailed instructions for installation and service.

Stock up on these all-in-one profit makers. Each part is Chrysler Corporation engineered to fit perfectly, install quickly. Call your MoPar Wholesaler or your Valiant, Plymouth, Dodge, De Soto, Chrysler or Imperial Dealer.

Sell the line that keeps your customers sold on you—MoPar



Control Arm Bushing Package



Tie Rod End Package



Upper Control Arm Support Bracket Bolt and Bushing Package



Lower Arm Shaft and Bushing Package



Automotive MARKETS

Cars First, Then Food and Drink!

SOUTHERNERS reached deeper into their pockets by \$51 million last year for automotive products than for food and drink.

Reported the Atlanta field office of the U. S. Department of Commerce: To automobile dealers went \$11,561 million for motor vehicles and products to self-propel the population around, and \$4,867 to service stations for fuel, oil and other items, for a total of \$16,428 million—\$1,897 million greater than in 1958.

Food stores did \$13,218 million and eating and drinking places reaped \$3,159, a total of \$16,377.

Total sales last year in the 16-state region and nation's capital were eight per cent greater than the \$52,989 million left with retail merchants in 1958.

Gasoline for Boats Set At 533 Million Gallons

AN ESTIMATED 533 million gallons of gasoline will be consumed by boats this year, an increase of 61% since 1956 and almost nine per cent more than 1959, according to the American Petroleum Institute.

Figures supplied by the Outboard Boating Club of America and the National Association of Engine and Boat Manufacturers show that 490 million gallons of gasoline were consumed by boats last year, including 336 million in outboard motors alone.

The report pointed out that sales of outboard motors have totaled more than half a million each year for the last five years and in 1959 almost six million such motors were in use. Several factors are said to have contributed to the phenomenal growth of boating, including increased leisure time, development of inexpensive "family" boats and dependable outboard motors, as well as new banking policies that aid boat financing.

Heater Is Most Popular Of Dodge Extras

HEATERS are the most popular items of Dodge passenger-car extras, according to General Manager M. C. Patterson, followed closely by automatic transmissions and white sidewall tires.

Of all Dodge cars sold during the

1960-model year, Patterson said, 94.5% have been equipped with heaters, 79.5% with automatic transmissions and 61.4% with white sidewall tires. Other percentages of factory-installed equipment include power steering, 50.2%; back-up lights, 42.7%; radios, 52.6%; padded instrument panel, 27.7%; windshield

washer, 27.5%; power brakes, 16.2%, and tinted windshield, 22.9%. Two-tone colors have decreased in popularity, accounting for only 35.3% of the 1960 Dodges, he said.

Kentuckians Will Hear Baker on Selling

VINCE Baker of Pueblo, Colo., will present his copyrighted sales system, "Go Out and Sell," at the annual convention of the Kentucky Automobile Dealers Association to be held Sept. 18-19 at the Sheraton Hotel in Louisville.

All of Monday morning (Sept. 19) has been allotted to Baker's "Visual Presentation," a selling system designed to increase sales volume at a profit. Baker has been active in all phases of dealership operation since 1931 when he began in the service department as a mechanic. He has since held positions as service salesman, service manager, salesman, and retail sales manager.

Car Vacation Dollars Growing Bigger

AN "OVERWHELMING" proportion of Americans are taking vacation trips by car this year—even more than did so last year, according to a nationwide survey of motorists conducted by Renault, Inc., U. S. subsidiary of the world's sixth-largest motor car manufacturer.

These vacationing motorists will drive more miles and spend more money than they did in 1959, and the largest single expense item in the vacation budget is transportation, the survey showed. Findings were compiled from returns received from a representative sampling of car owners in 48 states (Hawaii and Alaska excepted), with questionnaires distributed in proportion to car registrations in each state.

Slightly more than 80% of the persons said they are taking vacation trips this year; this compares with just under 73% who made trips in 1959. Nearly 88% of the vacationers are going by car, and they will travel an average of 1,725 miles. Last year 82% went by car and they traveled 1,680 miles, on the average. The 1960 average vacation expenditure of \$462 was some 11% more than the \$416 spent in 1959.

"On the basis of the American Automobile Association's estimate of a \$15-billion annual outlay for vacations, this 11% increase in vacation spending would mean that some \$16.5 billion in vacation money is pouring into cash registers of garages and service stations, motels and resorts, restaurants and retail stores," according to Robert E. Valode, vice president and general manager of Renault, Inc.

The \$462 average 1960 vacation expenditure breaks down this way: transportation, \$117; housing, \$114; food, \$107; entertainment, \$65, and miscellaneous, \$59. In 1959 the \$416 average outlay included: transportation, \$106; housing, \$106; food, \$94; entertainment, \$63, and miscellaneous, \$47.



New fast acting penetrant and rust solvent . . . saves time, trouble, money and tempers. Available in pressurized cans or regular pints and gallons.

SPRAY PRODUCTS CORPORATION

P. O. Box 844 • Camden 1, New Jersey

NEW! INLAND 1-Piece RADIATOR SHOP



Now—a complete radiator shop . . . easy to test, clean and repair radiators. Only 11' 7" long . . . handles all car radiators, many truck and tractor radiators. **FREE FACTORY SCHOOL** will train one of your men . . . and in only a part of his time he will produce nice additional profits. Many adding \$8,000-\$15,000 a year servicing radiators. **FREE** 48-pg. book, all about Inland Radiator Shop, easy-pay plan, letters from shop owners.

INLAND MFG. COMPANY, Dept. SA-8,
1108 Jackson St. Omaha 2, Nebr.

WRITE

INLAND MFG. CO., Dept. SA-8, 1108 Jackson St., Omaha 2, Nebr.
Please send free 48-pg. book describing new 1-Piece Radiator Shop, training school, prices, etc.

FIRM _____ PLEASE PRINT

ADDRESS _____

CITY _____ ZONE _____ State _____

BY _____ TITLE _____

If dealer, make of car sold _____
Are you now operating a radiator Dept.? ☐ Yes ☐ No



Check the Shocks on Every Job

A medium-size Louisiana garage has been turning in some neat profit by looking for this extra source of volume. It's so simple to check the condition of a car's shock absorbers and to explain to the owner why replacement should be in order.

This garageman relates shocks to the over-all inspection of items involving safety.

"Goodby, Downtown; Hello, Open Space"

Thinking about moving out to a site where you can have more customer parking and room needed for your growing operations? Here's the experience of a Washington, D.C., dealership, including boners he discovered too late as well as steps which proved correct.

He tells his success with beginning his "open house" at midnight and all about his Red Carpet credit service for shop customers.

SERVICE-WISE

You're going to see next month further evidence of SAJ's awareness of the need for more technical articles. For example, there'll be detailed material on servicing Chrysler's Ram Induction Manifold The Ford Overdrive (with some handy troubleshooting tips) and for body shopmen

Servicing the Rambler station wagon's tailgate, including glass regulator and hinge.



Automotive NEWS BRIEFS

47.5% of Cars Safety-Checked At St. Louis Are Found Ailing

A RECENT check of 5,004 cars in the Greater St. Louis, Mo., area found defects in 47.5%—nearly half of those inspected.

Tabulations from the three lanes, as reported to Mayor Raymond R. Tucker by the Safety Council of Greater St. Louis, revealed that of the 2,377 rejected vehicles, rear lights, brakes and tires were the greatest offenders.

The complete tabulations showed 928 cars rejected for inadequate rear lights; brakes, 864; tires, 779; front lights, 387; exhaust, 341; steering, 220; glass, 202; windshield wiper, 119; mirrors, 31, and horn, 36.

A total of 5,004 cars went through the lanes in the four days.

L. Antoine, chairman of the safety check lanes, pointed out to the mayor that it should be emphasized the cars seen in these lanes were cars driven, for the most part, by conscientious people who thought their automobiles safe for the highway.

Said a bulletin issued by the Independent Garage Owners of Greater St. Louis:

L. M. Stewart of St. Louis, Mo., recently celebrated 35 years as a Chrysler products dealer. Stewart said that new- and used-car sales totaled \$92,574,879 during his affiliation with Chrysler.



"Their (owners') chagrin on learning of their defects makes for all types of conjecture on the dynamite we have on the highways in those jalopies that rattle at you as they pass and are held together by baling wire, and of which we see very few in the safety check lanes."

At the time of the voluntary inspections owners were asked if they would favor a compulsory inspection law. Answers were greatly in approval.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Looking Ahead

DEALERS

- Aug. 14-16—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Sept. 18-19—Annual convention of Kentucky Automobile Dealers Association, Sheraton Hotel, Louisville.
- Oct. 22-24—Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock.
- Oct. 23-25—Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.
- Oct. 28-Nov. 2—Annual convention of Florida Automobile Dealers Association in Caribbean cruise in the *Hanseatic*.
- Nov. 6-7—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.
- Nov. 13-15—Annual convention of Mississippi Automobile Dealers Association, King Edward Hotel, Jackson.
- Jan. 15-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach.
- Jan. 28-Feb. 1—Annual convention of National Automobile Dealers Association, San Francisco.
- March 13-14—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

- April 30-May 2—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.
- May 7-9—Annual convention of Texas Automotive Dealers Association, Gunter Hotel, San Antonio.

GARAGEMEN

- Aug. 18-20—Annual convention of Independent Garage Owners of North Carolina, O. Henry Hotel, Greensboro.
- August 19-20—Annual convention of Independent Garage Owners of South Carolina, Hotel Columbia, Columbia.

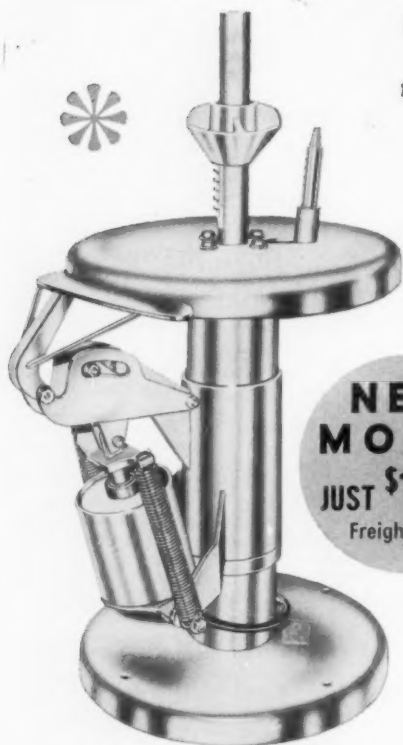
WHOLESALESA

- Aug. 25-27—Annual convention of Kentucky Automotive Wholesalers Association, Kentucky Hotel, Louisville.
- Oct. 19-22—Annual convention of Automotive Wholesalers of Texas, Rice Hotel, Houston.
- Nov. 16-17—Annual convention of South Carolina Automotive Wholesalers Association, Wade Hampton Hotel, Columbia.
- Nov. 17-19—Annual convention of Florida Automotive Wholesalers Association, George Washington Hotel, Jacksonville.
- Dec. 2-9—43rd annual meeting and 24th annual manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.
- Dec. 4-5—Annual convention of Georgia Automotive Wholesalers Association, Atlanta.
- Feb. 12-15—Meetings of Automotive Affiliated Representatives, Biltmore Hotel, Los Angeles.
- Feb. 14-15—Annual convention of Automotive Service Industry Association, Los Angeles.
- Feb. 16-19—13th annual Pacific Automotive Show, Memorial Sports Arena, Los Angeles.
- May 14-18—Annual convention of Automotive Engine Rebuilders Association, Fontainebleau Hotel, Miami Beach.
- Feb. 28-March 3, 1962—International Automotive Service Industries Show, Chicago.
- Feb. 15-16, 1963—International Automotive Service Industries Show, Philadelphia.

GENERAL

- Oct. 10-12—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.
- Oct. 15-23—National Automobile Show, Cobo Hall, Detroit.
- Oct. 31-Nov. 3—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

WE DARE YOU To Show Us A Better Value! *



Beat this value if you can: Tremendous air power right at your fingertips for a price you would expect to pay for an ordinary manual tire changer — just \$159.50

**NEW
MODEL**
JUST \$159⁵⁰
Freight Paid

Yes, this brand new Coats Challenger **invites** comparison — not only on price, but feature for feature — with other tire-changing equipment regardless of cost. That's why this revolutionary Coats model is called the **Challenger**.

Again, Coats' advanced engineering and production methods make it possible for you to have all the advantages of air-powered bead-loosening at a price no other manufacturer can equal. Check off the points you know are most important in your next changer and show yourself why the Challenger answers your requirements best:

★ NO-WORK BEAD LOOSENING

Let the huskiest air cylinder in the business loosen the toughest beads in seconds. Exclusive cam-action leverage* directs the push where it **ought** to be, squarely on the bottom bead. Cam action is just another reason why Coats air cylinders are virtually trouble-free and carry the best guarantee in the industry.

★ NO-STOOP OPERATION

The complete tire-changing operation is kept off the floor and raised to the convenient height where it belongs.

★ LIGHTNING SPEED

If your business depends upon **service** to show a profit, then your time is your most valuable asset. Coats alone stresses speed, actually designs changers to work faster than all others.

★ COATS' FAMOUS COMBINATION TOOL

Extra-safe mounting and demounting as specified by tire engineers is what you get with the famous Combination Tool designed by Coats. The Challenger handles all size wheels, from 12 to 17 inches in diameter. It's especially engineered for the 13 and 14-inch wheels.

Write for free literature Dept. No. 901.

HOME OFFICE: 12 Depot Square, Englewood, New Jersey

MIDWEST OFFICE: 56 West Maple Street, Chicago 11

WEST COAST OFFICE: 3453 Cahuenga Boulevard, Los Angeles 28



THREE-STAR MODEL



ALL-STAR MODEL



TWIN-AIR MODEL

Other Coats models that use cam-action leverage to apply the bead-loosening force progressively, as it's needed, are the **Famous 3-STAR TIRE-MAN**, still offered at only \$129.50 — the mighty All-Star and the most advanced of all, the Twin-Air.

* Send postcard for **FREE** Performance Facts on Coats' exclusive Cam-Action Leverage.



JACK P. HENNESSY
COMPANY, INCORPORATED
Manufactured by COATS COMPANY
Fort Dodge, Iowa

COATS PROVED BEST, COSTS LESS — MADE BY THE WORLD'S LARGEST MANUFACTURER OF TIRE-CHANGING EQUIPMENT

Georgia U-C Dealers Plan Big Building

A HEADQUARTERS building costing a million dollars is "on the planning board" of Georgia Independent Automobile Dealers Association, whose membership of more than 770 is claimed to be exceeded in the nation only by the Texas association.

The three-year-old group also is reportedly the "best financed" of any of its fellow state associations and claims to be "the only association in the world that provides an insured title program for its members, providing them and their customers with protection against any previous mortgages, liens, loan claims or other demands that may be filed that are unknown when merchandise is bought and sold by the dealer."

The aggressive manager of GIADA is Miles Elliott, formerly field director of the National Independent Automobile Dealers Association.

Speakers listed for the annual convention, held August 7-9 in Atlanta, included U.S. Senator Herman

H. C. Pittman is the new executive vice president of the Texas Automotive Dealers Association. He was born 42 years ago in Texas, graduated from Cotulla High School in 1935 and obtained his L.L.B. degree from Baylor University Law School in 1941. He is a former president of the Waco Junior Chamber of Commerce and Waco Kiwanis Club and came to his new position from the Austin National Bank, where he was assistant vice president. He was appointed by Governor Price Daniel to a six-year term as a trustee for the \$60-million-dollar state employees retirement fund in 1958. He was executive assistant attorney general at Austin in 1953-54.



"Two gallons of each gas." Anything else, lady?"

Talmadge of Georgia and John Kinniard of Fort Worth, Texas, president of NIADA.

Imperial Brass to Merge With Eastman Mfg.

MERGER of Imperial Brass Mfg. Co. and Eastman Mfg. Co. has been approved by directors of both companies, according to a joint announcement by Frederick C. Shafer, Imperial board chairman, and Walter C. Schuknecht, president of Eastman.

Imperial Brass was founded at Chicago by Charles McNellis in 1905. In 1957 the company built a 300,000-square-foot plant at Niles, Ill.

The Eastman organization was established at Manitowoc, Wis., by J. Peter Eastman in 1914.

Chevrolet Names Biskach To Head Atlanta Plant

LOUIS J. Biskach has been named manager of Chevrolet Motor Division's automobile and truck plant at Atlanta, Ga., succeeding Leonard F. Coyle, who was promoted to manager of the division's engine plant, foundry and forge at Tonawanda, N.Y.

A native of Baltimore, Biskach joined Chevrolet as an hourly rate employee at the Baltimore assembly plant in 1935. He became a general foreman in 1942 and divisional superintendent of production in 1949. Most recently he was manager of Chevrolet's export plant at Bloomfield, N.J.

AMA Safety Grants Total \$1,706,000

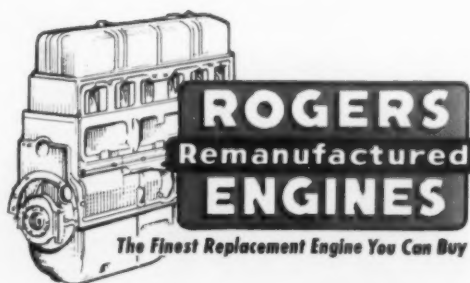
GRANTS totaling \$1,706,000 have been approved for the promotion of traffic safety and efficient use of highways for the coming fiscal year by directors of the Automobile Manufacturers Association.

Such grants have been made annually by AMA for more than two decades, supplementing the industry's multi-million-dollar safety research and engineering activities. The latest represents the seventh consecutive year in which the grant total has exceeded one million dollars, and the third time it has topped \$1.5 million. The largest grant—nearly one million dollars—will be made to the Automotive Safety Foundation, a national organization providing financial aid and technical assistance for highway safety activities throughout the country.

Your reputation rides with the Engines you install!

Remember, when you install an engine in a customer's car that the engine may have a manufacturer's nameplate on it but the customer is *yours*. If the engine should prove to be unsatisfactory you—not the factory—have to answer to the customer.

Good engines mean happy customers and more business... and a really good engine is Dynamometer-tested. On the other hand, inferior engines mean dissatisfied customers; so why risk your reputation to save a few dollars installing an unproved product? After all, the engine is only a part of the cost of the complete job, and an inferior engine could wreck your reputation! So don't take chances! Install *only* Rogers Dynamometer-tested Engines.



Southland Battery Plans Million Dollar Plant

SOUTHLAND Battery Co. has announced the purchase of a 40-acre tract in Dallas, Texas, where a million dollar battery plant will be erected, with construction to begin this year.

The building will be about 100,000 square feet in size and the company expects to be in its new quarters in 1961, President K. W. Pickering stated.

The firm, now selling 650,000 batteries a year, presently operates reportedly the largest battery factory in the South, manufacturing storage batteries for automobile, truck, bus, diesel and marine use. The batteries are marketed principally through 45 factory warehouses in a ten-state area extending from New Mexico to Florida and as far north as Kansas and Tennessee.

"We expect to be producing one million batteries a year by the late 1960's," Pickering stated. The company began operations in Dallas in 1933.

Other officers are G. U. Pickering, chairman of the board and founder;

Kenneth Gregory (shown here) has been appointed manager of Ford Motor Co.'s Southern public relations office in Atlanta, Ga., succeeding Hayes Holmes, who was named manager of the company's public relations office in Cleveland, O. A graduate of the University of Kentucky, Gregory was for a number of years Associated Press correspondent at Memphis and Nashville, and for eight years Southern division sports editor and day editor in Atlanta for AP. He joined Ford as a member of its news department staff in 1949 and became manager of the department in 1952.



"That's not how I wanted you to warm up the motor!"

C. H. Allen, vice president in charge of production; R. B. Young, vice president in charge of sales; C. Watkins, vice president in charge of sales for Vitalic Battery Co., Inc., parent company of Southland, and R. B. Wilson, comptroller.

HOW FACTORIES TRACE CARS

Ever wonder how a factory turning out thousands of cars a week can keep track of exactly when each unit moves into the consumers' hands, with a minimum loss of time? Here's how one factory does it:

When a new Dodge rolls off the assembly line, three IBM cards are punched, showing the serial number of the car, the dealer's code and the body type. One card is sent to the Chrysler Corp. Sales Analysis and Statistics Department. One is mailed to the Dodge regional sales office serving the dealer to which the car is being shipped. The last is sent to the dealer.

Nothing is done with the cards until the car is sold. When it is purchased, the dealer fills out his card, listing the customer's name and address, the kind of trade-in made, the delivery date and other information. He then sends the card to his regional sales office.

The regional office compiles the cards from all dealers in its territory and each day telegraphs the serial numbers of sold cars to the Sales Analysis and Statistics Department.

Here the numbers are fed into advanced electronics equipment, which immediately sorts the cards of sold cars and computes the actual total sales of Dodges for any given period.

Chattanooga Elects Patten

William T. Patten of Patten Motors (Studebaker) has been elected president of the Chattanooga (Tenn.) Automobile Trades Association. Amos Trotter of Amos & Andy Buick Co. is vice president and John Ross Scott was reelected secretary-treasurer, a position he has held for 30 years.

MacMillan Dies in Wilmington

W. D. MacMillan, former Wilmington, N. C., automobile dealer for many years, died last month at 88. He was a Buick dealer before becoming a member of the ABC Board, on which he served as chairman from the time it was established in July 1935 until recently.



HOME

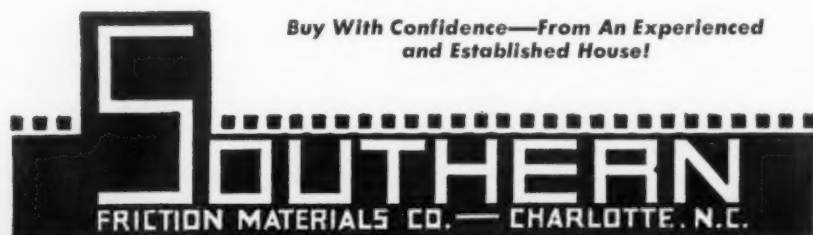
OF

SOUTHERN

DOUBLE-LOCK

BONDED BRAKE SHOES

- 1927 Factory built to produce Model T Transmission Lining.
- 1928 Woven Asbestos Brake Lining Production added.
- 1932 Present Management took over.
- 1948 Dry-Mix Molded Lining Equipment installed.
- 1951 Bonded Brake Shoes first Rebuilt in quantity.
- 1956 Extruded Molded Lining equipment installed.
- 1957 Adhesives and Shoe Prep put into production.



*Buy With Confidence—From An Experienced
and Established House!*





The lightweight gas turbine engine developed by Williams Research Corp. of Walled Lake, Mich., is to be tested in an Army jeep. A contract for the testing has been awarded the company by the Detroit Ordnance District. Here, Sam Williams, president of the company, holds the tiny engine over the open hood of jeep at the Detroit Ordnance Arsenal in order to compare it with the much bigger and heavier engine it will replace in the test.

75hp Gas Turbine to Try Operating in Jeep

A 75HP gas turbine weighing about 50 pounds — reportedly the smallest gas turbine to be tested in any vehicle—is going to try pulling an Army jeep around.

Williams Research Corp., Walled Lake, Mich., has been given a contract by the Detroit Ordnance District to install and test in a jeep the lightweight gas turbine engine the company has developed.

Sam Williams, president of Williams Research Corp., said his engine, which weighs about 50 pounds and develops 75hp, is the smallest gas turbine ever to be tested in any vehicle.

The research engineer said the engine to be tested is an adaptation of the world's first gas turbine outboard motor announced last winter by his company.

"This version of the engine is intended for use in such light vehicles as the jeep and sports cars," Williams explained. "In the jeep it will replace the present four-cylinder piston engine, its radiator and cooling system, which altogether weigh several hundred pounds more than the gas turbine engine."

The engineer said there has been a definite need for exploring the

use of gas turbines of all sizes in a variety of vehicle applications for very important reasons.

"Gas turbines are noted for their inherent durability," Williams declared. "They operate for much longer periods without requiring service; and they have the ability to burn a wide variety of fuels, including diesel, and deliver high torque at low vehicle speeds without complex transmissions."

"The gas turbine also provides a substantial weight advantage where vehicles must be air-transported."

Williams added that his gas turbine has interesting possibilities in the small sports car field, particularly in the exclusive market area. He said he believes that this limited sports car market might be opened up prior to the introduction of gas turbines generally.

The basic engine is 10" in diameter and 19" long, less accessories and gear case. The engineer said it is smaller and lighter than the marine engine announced last winter, but does not incorporate a regenerator and has a high fuel rate.

"While this smaller unit will be preferred in certain vehicle applications," Williams declared, "any general automotive usage beyond the limited sports car field would require the regenerative version."

"DIXIE" WRITTEN BY OHIOAN

Frank Hornyak, garage owner of Struthersville, Ohio, and long active in his state and national garage-men's associations, had a comeback last month when, during the fifth annual convention of the Independent Garage Owners of America at Atlanta, he and other Yankees were invited to come forward and see a painting purporting to show Grant surrendering his sword to Robert E. Lee.

Shouted Hornyak in retaliation: "Dixie" was written by an Ohioan!"

No one challenged him—possibly because a lot of his hearers, including probably 200 Southerners, weren't sure!

Here are the facts:

Daniel Decatur Emmett, composer of "Dixie," was born in Mount Vernon, Ohio, in 1815. He was already a well-known song writer when he composed "Dixie," having written "Old Dan Tucker" at 16.

He ran away from home and his job in a printing shop to join the Northern Army as a fifer, but at his father's request he was discharged as underage. He ran away again and traveled with circus bands.

In 1859 Dan Bryant needed a new walk-around for his Negro minstrel show—a hooray song that could be sung through the streets to advertise the show, and Emmett wrote "Dixie" on a rainy Sunday.

It began immediately to be sung by minstrel troops all over the country and became popular in the South after it was played at the inauguration of Jefferson Davis in New Orleans Feb. 18, 1861.

When someone asked him if he had written the Confederate song, Emmett replied warmly, "Yes, and if I had known to what use they were going to put my song, I'll be damned if I'd have written it!"

Emmett sang his song all over the North. He died in 1904 and was buried at his birthplace.

"Dixie" was played at his funeral.

Arkansans To Meet Oct 22-24

The 26th annual convention of the Arkansas Automobile Dealers Association will be held at the Marion Hotel in Little Rock Oct. 22-24. George H. Benjamin is executive vice president.

...Show him these

and you'll sell these...

...and make two profits instead of one

YOUR CUSTOMER WANTS THE PROTECTIVE QUALITY OF

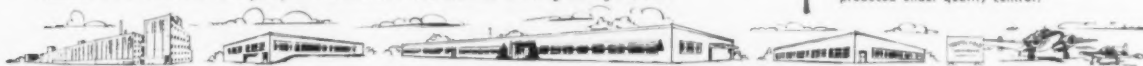
TROSTEL OIL SEALS

Sure, you can put back those old, damaged seals, but why should you? No matter what you charge your customer, he expects just one result . . . a *quality* job. You can't give him quality with old, used seals. You can . . . with new Trostel Oil Seals. And it's *protective* quality . . . protects the customer on the road, protects profits in your shop. *Two* profits, you know . . . one for the job, and one for the seals! Ask your jobber.



SEAL-N-TOOL Oil Seal Service Stock — You buy only the stock. The rest comes with it . . . metal cabinet, 5 professional metal tools with built-in rack, automatic inventory control, passenger car application chart, tool selector chart. Makes selling and installation easy and sure.

Trostel Oil Seals are backed by the same guarantee of satisfaction as century-famed Trostel Leathers. Every seal produced under quality control.



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FRAM FILTER SALES!

FRAM MILLION \$\$\$\$ GIVEAWAY

You receive valuable gifts
ABSOLUTELY FREE through
the cooperation of **FRAM** and
your **FRAM** supplier.

HERE'S HOW IT WORKS:

1. For every 24 Fram filters you buy, your Fram supplier will give you two gift certificates **ABSOLUTELY FREE**.
2. Certificates may be redeemed for your choice of fabulous nationally advertised merchandise.
3. Gifts may be secured for two certificates, some for three, four, five, six, ten, twelve, etc.
4. Certificates may be redeemed at any time or can be accumulated and redeemed for gifts in higher value categories. (Offer expires December 31st, 1960.)



Gifts are **ABSOLUTELY FREE**—they don't cost you a penny, they are your reward for selling Fram Filters. Order Fram from your supplier today and get your gift certificate book—start saving valuable Fram gift certificates and get your share of Fram's Million \$\$\$\$ Giveaway.



See the selection of Gifts you get **ABSOLUTELY FREE!**



Wahoo!

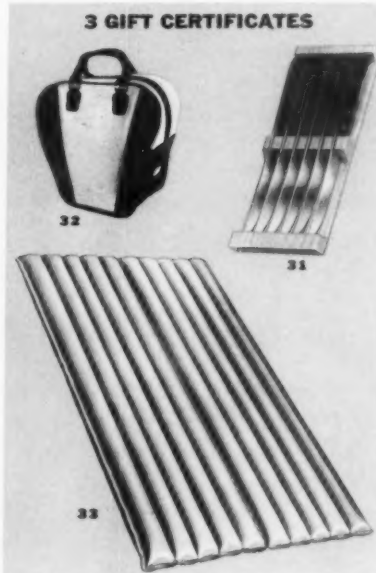
Fabulous gifts from FRAM

Remove and keep for reference of free gifts you get for selling Fram titlers!

2 GIFT CERTIFICATES



3 GIFT CERTIFICATES



4 GIFT CERTIFICATES



10 GIFT CERTIFICATES



12 GIFT CERTIFICATES



48 GIFT CERTIFICATES



96 GIFT CERTIFICATES



120 GIFT CERTIFICATES

21—G. E. CLOCK—"The Dorm Alarm", beige case, white dial, brown numerals.
22—UTILITY LANTERN AND BLINKER—For camping, emergency, household use. Blinker on swing arm.
23—TWO—1 QT. "ALADDIN" VACUUM BOTTLES—Non-drip pouring lip.
24—SLEEVELESS SWEATER—Handsome, Wool and Orlon sweater with V-neck in beige... sm., med., lg.
25—PFLUEGER CASTING REEL—Famous "Trusty 1933" of satin aluminum. Adj. anti-backlash and sliding click.
26—FIELD & STREAM KNIFE COMBINATION—3-piece Sportsman set with knife for every sporting & camping need.
27—PFLUEGER CASTING ROD—Famous

solid glass rod with cork grip.
31—IMPERIAL STEAK KNIVES—Set of 6 stainless knives, Wondawood handles.
32—BOWLING BAG—Jumbo black and white vinyl coated canvas with brass zipper and clasp fastener.
33—TRAVELAIRE STATION WAGON MATTRESS—Two Bolta-Flex air mattresses snapped together. For use in sleeping bags, as a water float or lounge.
41—BERNZ-O-MATIC TORCH KIT—Includes torch, propane cylinder, pencil burner unit, utility head, soldering tip, flame spreader—in metal case.
42—BORG BATHROOM SCALE—"Rocket" dial, chrome dial head, enamel trim.

43—TACKLE BOX—Deep drawn seamless box with three cork lined trays and adjustable dividers—14"x7½"x7".
51—CORY ELECTRIC KNIFE AND SCISSORS SHARPENER—Press button, get a factory-sharp edge. Start-stop switch.
52—INSULATED UNDERCLOTHING—Featherweight Acetate quilted taffeta. Fits under regular clothes. Sm., Med., Lg., Ex. Lg.
53—IMPERIAL KITCHEN TOOL SET—Ladle, spatula, turnover, fork, spoon, masher. Hanging wood block.
54—IMPERIAL 24 Pc. STAINLESS STEEL FLATWARE—Finest quality stainless; includes 6 each of knives, spoons, tea-spoons, forks in Star Time pattern.

61—BERNZ-O-MATIC PROPANE KIT—Instant lighting, dual-beam. For camping and power failure.
62—COPPER CHAFING DISH—Modern design with ebony legs.
63—WEST BEND AUTOMATIC LATOR—With time and temp. control. 6-8 cup capacity.
64—9-PIECE CARVING AND KNIFE SET—Carving Fork and Knife, Slicer and 6 Steak Knives of stainless steel.
101—CASCO STEAM-SPRAY—Works on tap water. Sprinkles & 102—SWING-A-WAY ELECTRIC OPENER AND KNIFE SHARPENER—Works at the touch of a button. Pk., Yell., Turq.-chrome & gold.

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FRAM MILLION\$\$\$ GIVEAWAY

4 GIFT CERTIFICATES



5 GIFT CERTIFICATES



6 GIFT CERTIFICATES



S



18 GIFT CERTIFICATES



24 GIFT CERTIFICATES



20 GIFT CERTIFICATES



144 GIFT CERTIFICATES



PROPANE LANTERN
al-beam lantern.
or failures.
DISH—Beautiful
ony legs. 2½ qts.
OMATIC PERCO-
and temperature
city.
AND KNIFE SET
ife. Slicing knife
stainless steel.
-SPRAY IRON—
rinkles & steams.
ELECTRIC CAN
SHARPENER—
f a button. Wh.,
ne & gold trim.

123—WEST BEND 30 CUP AUTOMATIC PERCOLATOR—Brews 12 to 30 cups of perfect coffee. Gleaming aluminum.
121—G. E. CLOCK RADIO—Wake-to-music radio turns on automatically.
122—WEST BEND AUTOMATIC GRIDDLE 'N SERVER—Big grill bakes, fries, grills. Cast aluminum, automatic control.
123—WEAR-EVER UTENSILS—"Hallite" with copper colored tarnish-proof covers. Four popular sizes.
124—ACRILAN SLEEPING BAG—Double mattress pocket. Water repellent twill, flannel lined, 100" rust-proof zipper.
125—CHANNEL MASTER TRANSISTOR RADIO—Five transistors. Pocket-size. Leather case and ear phone.

126—CASCO ELECTRIC BLANKET AND HEATING PAD—Soft, fluffy blend of miracle fibers with nylon bindings. Pad has 3 settings.
127—PFLUEGER "88" SPIN CASTING KIT—Reel with INSTANT LINE CONTROL and 100 yds. of monofilament line. Matching 6½ ft. spin casting glass rod. Two lures.
181—FRAM ROOM AIR CLEANER—Keeps air hospital clean, free of odors. Kills 99+ % of germs trapped in exclusive Fram "Permachem" treated filters.
182M—BENRUS WATCH (Men's)—"Sir Robert." 17 jewels, gold top, stainless steel back. Shock-absorbing movement and unbreakable mainspring. Fully

guaranteed for three years.
182L—BENRUS WATCH (Ladies)—"Lady Lucille." 17 jewels, 10k gold top, stainless steel back. Unbreakable mainspring. 3 yr. guarantee.
183—LADIES' COAT—Full length coat with lined back, shawl collar, push-up sleeves, detachable belt. Fully lined with taffeta. Wonder DOE-LON—wind and weatherproof. White or Ivory.
241—MARLIN RIFLE AND SCOPE—Deluxe .22 caliber clip bolt repeater. Receiver sight with windage and elevation adjustments. Micro-Groove rifling for accuracy.
242—COSCO FOLDING FIVE PIECE BRIDGE SET—"Fashionfold" table and

4 chairs. Padded table and chair seats. Ebony/charcoal, tan/mocha.
481—WEBCOR STEREOPHONIC HI-FI—"Holiday." Portable styling, detachable speakers, 4 speed changer.
961—WEBCOR PORTABLE TAPE RECORDER—"Royalite" with two hi-fi speakers, powerful 8-watt amplifier.
962—PHILCO 17" PORTABLE TELEVISION—Easy-grip carrying handle. Convenient top controls. Brief-case thin.
1201—PERCIVAL HELLCAT KART—Powered by famous Clinton engine, pneumatic tires, upholstered seat.
1441—ZENITH "ROYAL 1000 D" TRANS-OCEANIC RADIO—Combination standard and short wave with 9 transistors.

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FRAM ADVERTISING
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Powerful new advertising program makes
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 get big gifts in...

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BRILLIANT. COMMANDING FULL COLOR SPREAD IN AMERICA'S
 "INFLUENTIAL" MAGAZINE: THE SATURDAY EVENING POST



smoke signals!

CHANGE OIL AND FRAM FILTERS NOW!

Smoke signals from an engine are a sign it's too late to avoid costly repair bills! Now is the time to prolong engine life with famous FRAM Filters. Have a fresh FRAM Oil Filter installed when you change your oil. It filters out microscopic dirt and stops engine damage. Remember, too, that a dirt-clogged air filter chokes air from your engine and can cut gas mileage as much as 10%! Take 2 minutes to have a fresh FRAM Air Filter installed and you'll save up to a gallon on gas. Replace at least every 10,000 miles for maximum gas savings. At home, too, fresh FRAM Filters installed in your furnace and air conditioner keep the air in your home hospital clean.

Fram Corporation Providence 16, R. I.



YOUR FIRST LINE OF ENGINE PROTECTION



FULL COLOR HALF PAGES IN
 THE POST

don't wait for smoke signals!

CHANGE NOW TO A FRESH FRAM OIL FILTER!

Smoke signals from your engine tell you it's too late to avoid costly repair bills. Now is the time to prolong engine life with famous FRAM Filters. Have a fresh FRAM Oil Filter installed when you change your oil. It filters out microscopic dirt and stops engine damage. Remember, too, that a dirt-clogged air filter chokes air from your engine and can cut gas mileage as much as 10%! Take 2 minutes to have a fresh FRAM Air Filter installed and you'll save up to a gallon on gas. Replace at least every 10,000 miles for maximum gas savings. At home, too, fresh FRAM Filters installed in your furnace and air conditioner keep the air in your home hospital clean. Always choose the FRAM Filter. Fram Corp. Providence 16, R. I.

new wrap-up!

SAVE 3¢ A GALLON ON GAS WITH A FRESH FRAM AIR FILTER!

A dirt-clogged air filter chokes off air from your engine. It can cut gas mileage by as much as 10%. Now is the time to prolong engine life with famous FRAM Filters. Have a fresh FRAM Air Filter installed when you change your oil. It filters out microscopic dirt and stops engine damage. Remember, too, that a dirt-clogged air filter chokes air from your engine and can cut gas mileage as much as 10%! Take 2 minutes to have a fresh FRAM Air Filter installed and you'll save up to a gallon on gas. Replace at least every 10,000 miles for maximum gas savings. At home, too, fresh FRAM Filters installed in your furnace and air conditioner keep the air in your home hospital clean. Always choose the FRAM Filter. Fram Corp. Providence 16, R. I.

DIFFERENT, COLORFUL, EYECATCHING
 BILLBOARDS LIKE THIS
 ...ALL IN MAJOR TRAFFIC AREAS!

DON'T WAIT FOR SMOKE SIGNALS! CHANGE NOW TO

FRAM
 OIL AND AIR FILTERS

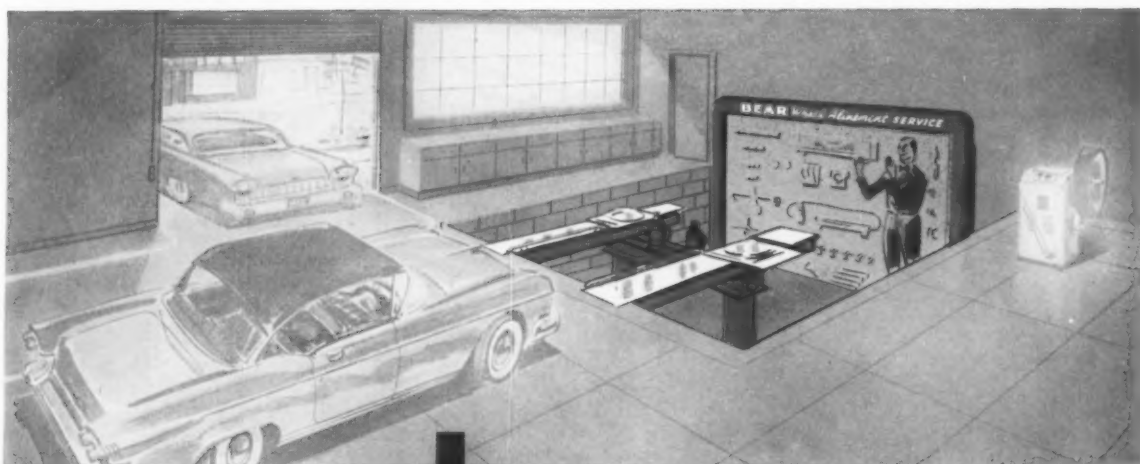
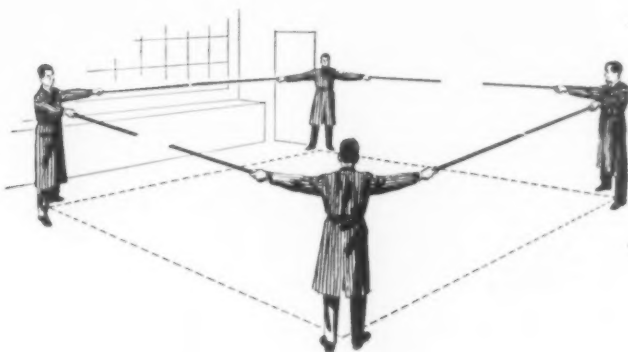
FRESHEST, MOST EXCITING
 POINT-OF-SALE PIECE EVER OFFERED!

DON'T WAIT FOR SMOKE SIGNALS! CHANGE NOW TO

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 OIL AND AIR FILTERS

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12^{FT.} x 14^{FT.} SPACE IS ALL YOU NEED TO GET INTO BIG BOOMING ALINEMENT WITH THIS REAL BEAR GOLD MINE!



Today's Biggest Seller
in Quality, Low-Cost
Alinement Equipment!

the new BEAR Spacemaster

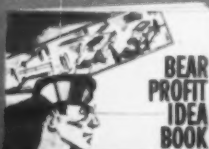
Fits in half the space...
but does everything faster and
with customer pleasing precision!

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No need to let the space problem keep you out of booming alinement profits. No need either, to settle for *side-line* "bargain" outfits! Your answer is the new Bear Spacemaster *complete alinement* service! With it you get many *extra profit advantages* including adjustable runways to handle all tread widths. Buy it on your Bear Jobber's monthly payment plan. Get the facts that make Spacemaster the *hottest service in the entire field* ... *the number one choice of alinement experts everywhere!*

R-735



Free Bear Profit Idea Book is packed with proven profit ideas and mouth-watering shop layouts.

BEAR MFG. CO., Dept. S-5, Rock Island, Ill.

- ☐ Mail the "Facts" Pamphlet on the new Bear Spacemaster Service.
- ☐ Have representative deliver my free copy of the Bear Profit Idea Book.

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the best known name
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ONE CALL GETS ALL
your brake service needs
from one source—your Dis-
tributor of Wagner Products.

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POWER BRAKE REPAIR KITS

**each contain a "HOW-TO-DO-IT" sheet
that makes it easy for any mechanic
to do repair jobs faster...better...more easily**

Easy does it—the Wagner way!

There's no need for you to pass up profitable passenger car or light truck power brake repair jobs. With Wagner[®] Lockheed[®]—the quality line—you've got what it takes!

Every Wagner Lockheed Power Brake Repair Kit includes a "How-To-Do-It" installation instruction sheet that will enable any mechanic to turn out power brake repair jobs quickly and profitably.

The instruction sheet identifies all parts and shows the steps to be taken in the disassembly and assembly of all sub-units and components.

The line is complete. Depending upon the type of units being serviced, you have a selection of single packaged units, major kits, minor kits, packing kits and poppet valve kits.

There's a supplier of Wagner Products located near you. Look to him for Wagner Lockheed Power Brake Repair Kits, Brake Parts, Brake Fluid, Brake Lining and Lined Shoe Sets... One call gets all!

Ask for details, or use coupon for FREE copy of Catalog AU-1... Also ask about how easily you can qualify to become a Wagner Franchised Dealer—and enjoy many special benefits.



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WP60-2

NEW FROM VICTOR

positive-sealing

ALUMINUM PRECOTE GASKETS

Exclusive Victor Aluminum Precote speeds heat transfer . . . provides higher temperature resistance . . . compensates for irregularities of mating surfaces . . . eliminates need of gasket cement

Your overhaul jobs will seal up easier and faster—and stay tighter longer—with these new gaskets.

The new aluminum pigmented organic coating, and the way Victor applies it, permits a heavier, more uniform film with perfect coverage of both gasket faces. The coating is on to stay—it's baked on at 400 deg. F. It's tough, but soft enough to compensate for surface irregularities on engine head, block, flange faces, etc.

New Victor Aluminum Precote Gaskets provide increased corrosion resistance against coolants and anti-freeze. They further reduce the possibility of blow-by between their combustion chamber openings.

Easy removal is another Victor Aluminum Precote Gasket feature you'll like.

Your Victor Jobber is stocking up these gaskets as fast as we can supply them. Ask for them on your next order.

Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill. Canadian Plant: St. Thomas, Ontario.

Sold through Victor Jobbers Exclusively!

Three stories high, this new, automated Victor process chemically cleans the gasket, applies and bakes on the new Aluminum Precote in one continuous operation.



VICTOR

World's Leader in Gasket Design and Development . . . for Cars, Trucks, Tractors, Stationary Engines

Better products, *faster*, from your National Seal jobber:



Install new National Oil Seals whenever you pull a wheel...don't gamble with safety!



Nationals are easy to sell...and offer a sure way to protect bearings and brake lining

You can't afford to gamble with customer safety. Replacement of an old oil seal with an inexpensive new National is such a simple way of preventing bearing failure from loss of lubricant or admission of abrasive dirt. National Seals hold lubricant in place. They prevent leakage on brake linings and above all, National Micro-Torc seals *last longer* because they are made by an exclusive process.

Customers appreciate this protective service you provide with the finest seals in the industry. National installation tools make professional installation rapid and profitable, too. Call your National Seal jobber for the full story.

NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

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only DO-RAY® gives you the exclusive, revolutionary one lever, pull out feature

"FLASH-ALL"

other switches available:

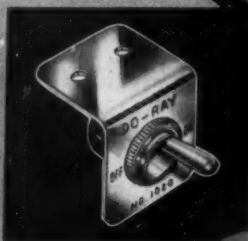
No. 4—Emergency Switch with Indicator

No. 1020—Emergency Switch without Indicator

DO-RAY, as always . . . first with the finest, now brings you the most revolutionary development in traffic hazard switches. Another exclusive first . . . Flash-All . . . makes all others outdated. Only years of scientific "know how", engineering genius, and "on-the-job" testing enables Do-Ray to bring you these years ahead advancements.



Pat. Pend.



No. 1020—Emergency Switch without Indicator



No. 4—Emergency Switch with Indicator

No. 999—Deluxe "Flash-All"

No. 999—Deluxe "FLASH-ALL"

Completely modern . . . one lever does the whole job; controls all the turn signals. Slide lever to either side to flash directional signals. Pull lever out to flash all signals at the same time . . . meeting new ICC regulations. Yes, just one lever now does the job . . . no need to fumble in the dark for special switch, button or handle. Pilot indicator lights; rigid construction; all die cast parts. Easy to install; fits all wiring circuits. 999 (Metallic Grey); 999-C (Chrome Plated). 6, 12, or 24 volts.

No. 4—EMERGENCY SWITCH WITH INDICATOR

Easy to install with existing turn signal indicators; fits any wiring circuit. Heavy duty toggle switch flashes all turn signals simultaneously. Sturdy steel construction. 6 or 12 volts. Also available less bulb to keep inventory at minimum—consult price list.

No. 1020—EMERGENCY SWITCH WITHOUT INDICATOR

Economy model to fit any existing installations . . . any wiring circuit. In "on" position, flashes all turn signals simultaneously. Easy to install; sturdy steel construction; heavy duty toggle switch. 6 or 12 volts.



Furnished with either No. 334 — 12 volt Heavy Duty Flasher (flashes 1 to 6, 21 C.P. or 32 C.P. lamps), or No. 535 — 6 volt Heavy Duty Flasher (flashes 1 to 6, 21 C.P. lamps only). Consult price list for switches without flashers.



MOVE SAFELY WITH APPROVED LIGHTING & REFLECTING EQUIPMENT

Since 1916 . . . engineering and designing with the future in sight.

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1458-68 South Michigan Avenue • Chicago 5, Ill., U.S.A.

You can tell an A-1 mechanic by his tools... and his **TOOL CHEST**

This handsome SNAP-ON® combination chest and roll cab parked in your stall tells people something about you.

It marks you as a mechanic who takes pride in his work; a person who won't settle for anything but the best — either in his work or his equipment.

It stamps you as a man who puts quality ahead of price — a careful buyer who is willing to pay a little extra to get a lot more.

Go first class. Order your new SNAP-ON tool chest and roll cab combination from your SNAP-ON man now. Just a little down, a little each week and you've got the finest mobile tool storage outfit a mechanic can own — a place for every tool, good locks for security. Each unit available separately or in the triple combination shown below.

Yours for a little down, a little each week.



KR-588
Chest



KRA-352
Roll Cab

KRA-429
Drawer Section



KR-360
Triple Unit
Tool Cabinet




You get all these important features:

- Full-length, piano-type hinges give greater strength.
- Cover has extra steel channel to prevent warping.
- Drawer runners are attached to extra steel plates for rigidity. Even heavily loaded drawers will not sag.
- Electrical spot welds are closely spaced for extra strength.
- Trunk-type handles are strong enough for heaviest loads.
- Units are made from extra-heavy-gauge steel for strength and long life.
- Drawers are partitioned for convenient storage of tools.
- Roll cab compartment big enough for power tools, etc.

CHOICE OF BETTER MECHANICS

SNAP-ON TOOLS

8052-H 28th AVENUE • KENOSHA, WISCONSIN



a new
rubber valve
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achievement

new FEL-CoPRENE

GUARANTEED

to reduce
installation time
to fit better—to seal better
to out-last and out-perform
any conventional
type gasket!

The secret of the extra resilient, longer lasting performance of new FEL-CoPRENE is the exclusive rubber formula developed by FEL-PRO in conjunction with leading car factories. This special composition rubber maintains its shape and sealing ability at higher pressures and temperatures better than conventional types. Its extra resiliency compensates for expansion—gives better conformability for all surfaces. New FEL-CoPRENE saves on installation time, too. It goes on faster because it fits right every time. FEL-CoPRENE is only available for a limited number of models right now, but you'll be able to get FEL-CoPRENE for most popular late models in the near future. Ask your FEL-PRO Jobber for the facts or write for samples and literature to: Felt Products Mfg. Co., Skokie, Ill. Since 1918.

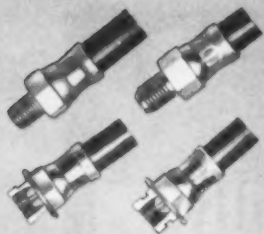
FEL-PRO gaskets

FELCoPRENE

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specially designed
with your profit
uppermost in mind!

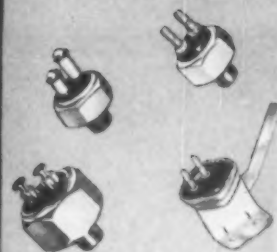
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COMPLETE LINE OF MASTER CYLINDER ASSEMBLIES AND PARTS KITS



FULL LINE—STOP LIGHT SWITCHES



AUTOMATIC BRAKE BLEEDER TANK

YOU'RE BEST OFF WITH NIEHOFF

... a complete line for profitable brake service!

Make money on the 1 in every 2 vehicles that need brake service! Just look and listen for the "brake service needed" signs—grease stains on tires, low pedal, pulling and squealing. Then look to NIEHOFF for a complete line of quality parts and equipment to correct the problem quickly . . . easily . . . profitably!

With a NIEHOFF Service Stock of fast-moving Wheel and Master Cylinder Kits, Switches and Hoses—all in a handsome, merchandising cabinet—you'll be ready to cash in with top coverage at low cost. Best of all, with your NIEHOFF Service Stock you'll receive a fast-selling Gift Pack of popular Wheel Cylinder Kits that more than cover the cost of the cabinet.

Offer your customers the brake service they require . . . the quality service they *expect* from you! Set up now with NIEHOFF Brake Parts and Equipment! Ask your jobber for full details or write us direct!



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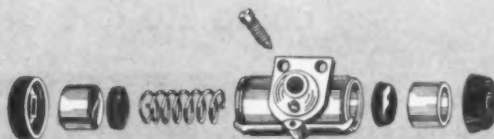
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NEW POWER BRAKE KITS



FULL-RANGE CYLINDER HONE



TOP-QUALITY WHEEL CYLINDER ASSEMBLIES AND PARTS KITS



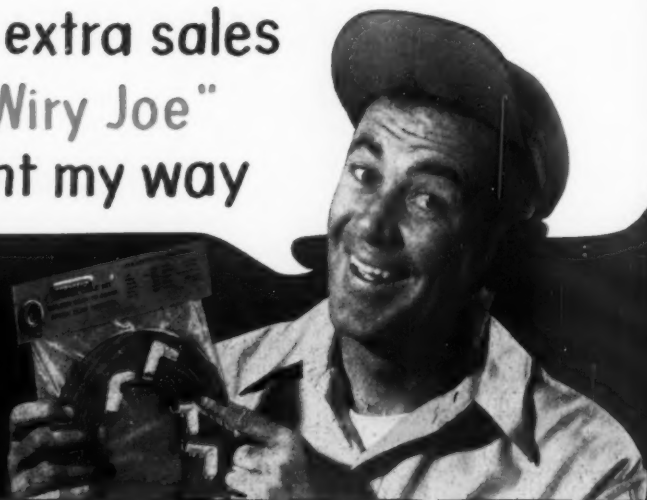
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HYDRAULIC BRAKE PARTS

POWERFUL MERCHANDISING AIDS

"Dri-Seal" increased my ignition set sales 700%! Customers really go for this red transparent wire and the yellow plastic boots. . . it looks great on the engine. . . I go for "Dri-Seal" because of the handy packaging and the free self-service display rack. . . and the 12-set assortment is all I need. Most of all, I like those extra sales my Crescent "Wiry Joe" distributor sent my way



Crescent Wiry Joe . . . the complete line of wire and cable

- Battery Cables and Straps • Ignition Wire & Cable
- Spooled Wire & Cable • Battery Hold Downs
- Trouble Lights • Terminals & Accessories
- Industrial Wire & Cable



AC SELLING SLANT OF THE MONTH!

MONEY-MAKING FACTS FOR DEALERS

time to
CLEAN UP
with **AC**

Now's the time to cash in on AC's top quality clean-up replacement filters. On this page and the two following, you'll see the tremendous profit potential that's yours when you stock and sell AC oil and gasoline filters and air cleaners. Help your customers to a cleaner, better performing engine—while you cleanup with reliable AC products.

brighten your profit picture with

AC TRIPLE-TRAPPER OIL FILTERS

More and more car owners are recognizing the AC Triple-Trapper Oil Filter as three ways better: 1) It's made of stronger filtering material, 2) It has more usable area, 3) It provides greater trapping capacity. Here's your opportunity to cash in on the oil filter that's used on more new cars than all others combined. The chart at the right shows the potential profits you can expect when you stock and sell AC Triple-Trapper oil filters—the finest engine protection money can buy. So swing into action *NOW!* Ask your customers the big profit question—"May I change your oil and filter?"



DEALERS—Contact your regular supplier
for an invitation to the

AC OIL FILTER CLINIC

Your regular AC supplier can arrange for you to attend an AC Oil Filter Clinic—a first-rate door opener to new filter sales. Get in touch with him right away. When the Clinic is available, he will send you an invitation, as shown here.



POTENTIAL AC OIL FILTER PROFITS*

av. gals. gas sold monthly	oil filter sales only	oil filters incl. 1 qt. of oil	oil filters and oil changes
1,000	\$ 29.08	\$ 36.68	\$ 74.68
5,000	145.40	183.40	373.40
10,000	290.80	366.80	746.80
15,000	436.20	550.20	1,120.20
20,000	581.60	733.60	1,493.60
30,000	872.40	1,100.40	2,240.40

*based on two oil filter changes per year per customer

STOCK UP ON AC TRIPLE-TRAPPER OIL FILTERS NOW!



SELLING *SLANTS*

MONEY-MAKING FACTS

polish off extra profits with these

AC GASOLINE FILTERS

the
ACCREDITED
FILTER



Used as a replacement element in the gasoline filter of most '56-'59 models, the accreted filter element makes a highly efficient dirt catcher. The element is scientifically molded of cellulose fibers for maximum filtering efficiency. This easy to check—easy to install AC filter element gives you \$1.20 profit for just 10 seconds work. Just two sizes fit most cars. Order your supply of these quick profit builders today!

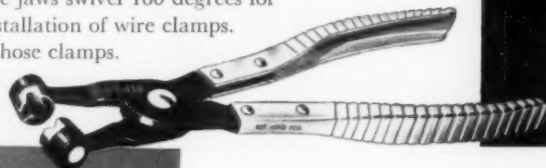
the
IN-LINE
FILTER



AC's In-Line Filters are designed to meet the rigid filtering requirements in today's cars. They trap particles five times finer, with ten times more filtering area, and cost about one-half less than ordinary filters. Average retail price is \$1.80 each—and your profit is nearly 50 percent. You need stock only five types to cover the entire market—thus, your investment is modest. Stock up now!

for quick in-line filter installation get
the **NEW K-D WIRE HOSE CLAMP PLIERS**—
yours with the **GFM-80 MERCHANDISER KIT**

The K-D Clamp Pliers make it easy to reach into hard-to-get-at places. Unique jaws swivel 180 degrees for quick removal or installation of wire clamps. Fits all sizes of wire hose clamps.



Every service station, car dealer and garage needs a pair of K-D hose clamp pliers. Saves work—saves time.

THE GFM-80 KIT CONTAINS:

10 AC In-Line Filters, 1 K-D hose clamp pliers, and an attractive In-Line Filter counter display. The cost: \$11.99. The kit has a retail value of \$19.70, returning \$7.71 profit and a pair of handy K-D pliers.

ORDER NOW FROM

OF THE MONTH !

FOR DEALERS

collect a bigger payoff with AC AIR CLEANER ELEMENTS

millions
of prospects
waiting to buy



Dry-type air cleaners are rapidly replacing all other types—and are now standard equipment on most new cars. What a profit potential these replaceable air cleaner elements offer! Sales figures show that 2 out of 3 cars now having dry-type air cleaner elements need them replaced. And there's not an easier replaceable item on an automobile. Just remove one wing nut—and you're in business. In less than a minute you can remove this filter, check it with your customer and replace it if necessary. What could be easier? But here's the payoff for bonus business. Once you are under the hood an opportunity quickly opens up for the sale of a battery, spark plugs, oil filter, fan belt and other replaceable items. Now's the time to grab these extra profits—with AC Air Cleaner Elements.

AC LEADS THE WAY—OVER 99% EFFICIENT

Always working toward still finer products, AC has developed a dry-type air cleaner element with filtering efficiency over 99 percent. A special feature of the AC Air Cleaner Element is its plastisol end plates, which effectively seal out all unfiltered air—and which function as a gasket between the air cleaner element and air cleaner assembly. Another feature is the inner screen flame arrester. Get in on the air cleaner profit parade now by stocking up—with ACs!

CHECK YOUR AC AIR CLEANER PROFIT POTENTIAL

The chart below shows the profit picture when you stock and sell AC Air Cleaner Elements. The figures are based on an average profit of \$1.90 per element—and the average number of air cleaner prospects you have based on the number of gallons of gasoline you pump a month.

average monthly gallage	profit potential per year
15,000.....	\$ 94.80
18,000.....	\$113.76
20,000.....	\$126.40
26,000.....	\$164.32
30,000.....	\$189.60
40,000.....	\$252.80

YOUR REGULAR AC SUPPLIER

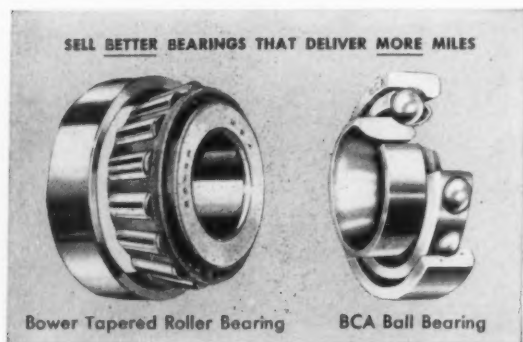
Better products, *faster*, from your Federal-Mogul jobber:



PACKAGE INCLUDES:

- Attractive steel cabinet
- Accurate torque wrench
- BCA Ball Bearings
- Bower Roller Bearings

The Bower-BCA wheel bearing package makes any gas station or garage a wheel bearing service center!



- Be equipped to service all popular cars
- Every car owner is a possible prospect
- BCA Ball Bearings and Bower Roller Bearings
- Attractive steel cabinet comes with stock
- Accurate chrome-plated torque wrench included
- Easy to read application and price card
- Restocking insures steady high-profit sales
- Check bearings whenever you pull a wheel
- Be prepared to make immediate replacement
- Window poster and decal included with stock

**ORDER THE PACKAGE TODAY
FROM YOUR FEDERAL-MOGUL SERVICE JOBBER!**

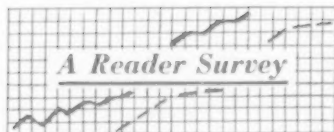
FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



Will Compacts

→ COMPACT ←



Dealers' Profit\$?

A LOT more than '61 compacts can be expected to roll into dealers' showrooms next month.

For one thing, the aggravated market for late-model used cars can be expected to break out with a far worse case of hives. Dealers over the South and Southwest say they know they're going to have quite a bit of noggin' scratching to do in order to wring out as much profit as they would like.

Before delving into broad aspects of the new [to many dealers] problems which are arriving, listen to what these franchise holders said in replying to a questionnaire mailed to 800 over the South and Southwest:

Ralph Owen, R. F. Small Co. (Buick), Monroe, N. C.—"We're delighted to know about the compacts coming out this fall. They are here to stay and hold a good percentage of the market. They have and will adversely affect sales of late-model used cars." [Buick, Oldsmobile, Pontiac and Dodge will have compacts for sale in a few weeks. In fact, every factory will except Cadillac.]

An Alabama Oldsmobile dealer—"It's not so good. It means more money for the factory, more competition, less profit for the dealer."

R. A. Hargis, B. S. Hargis & Sons (Dodge), Warren, Ark.—"We're delighted. Compacts have a definite place in public acceptance at this time."

Russell Hester, Wade Motor Co. (Oldsmobile), Lancaster, Ky.—"I

By BILL HERBERT

Editor

have never been sold on the compact car. It is misleading, I think."

An Alabama Chevrolet dealer—"It's not so good. Compacts are here temporarily."

Richard Smart, F. G. Smart Chevrolet Co., Pine Bluff, Ark.—"Compacts will level off at approximately 50% of the market in the next five years."

A Kentucky Buick-Rambler dealer [some respondents asked that their names be withheld from publication]—"We feel that this market has only started to open up. We now have Rambler and Buick and we think that next year with the smaller Buick that 75% of our total sales will be in the compact field."

Dan L. Autrey, Jr., Autrey Motor Co. (Ford), Kissimmee, Fla.—"Compacts are going to bring a complete realignment in selling and some rocky times until the 'price sellers' either start selling or try a new business."

"We are affected mostly by the way the compacts have driven down used-car prices, making it more difficult to trade the one- to three-year-old clean car on a fair basis from our bread-and-butter customers. The big trade difference is making price hunters out of faithful customers."

"We have operated in the same place since 1922, so feel this keenly."

However, like it or not, the compact was inevitable and necessary. We have enjoyed a happy season with the Falcon and are just now running into price cutting. On the reduced margin this hits right fast."

Dewane Temple, Swartzfager Ford Co. (Ford), Meridian, Miss.—"I think the compacts are here to stay and I believe our Ford Falcon will continue to lead the field. We would welcome even a smaller Ford priced with Volkswagen and Renault."

Walter Schlapp, Pontiac Master Auto Service (Pontiac), Augusta, Ga.—"The arrival of the Buick, Oldsmobile, Pontiac compact cars could well usher in a new chapter in new-car merchandising, with a complete reassessment of new- and used-car values, a reassessment which could well change the complexion of even our parts setup and our methods of servicing our merchandise."

"One thing seems certain: The final announcement of the last BOP cars is going to depress further the price of all used cars—the late models in particular. The dealer will do well to have a clean house—if possible, to the bare walls—and as soon as possible. More than ever, the '60-model clean-up will be tough this year."

"What is going to count in the final analysis is the ultimate public acceptance of these compacts. I believe after all lines have been shown this fall there may come a complete readjustment and reappraisal of the

Move Those Late-Model Units NOW!

Dealers agree that prices on the late models are due to slide deeper

Will the Public Get Tired of Compacts?

Are these smaller jobs just a passing fancy? Will owners decide they want to return soon to more commodious standard-size units? Some dealers so predict.

whole picture.

"Bear in mind that just as suddenly as the public decided to veto extreme bigness and high-powered, overdressed cars, it could happen that, as soon as the compact-car honeymoon is over, the buyers will discover that the compacts are not roomy enough, not comfortable enough on long trips, not safe enough, not powerful enough, that their performance may be just mediocre and that they are, at best, only a reasonable miniature of what the buyer was used to and liked so well through the years.

"They may also discover that per pound these compacts cost more, that repair and maintenance cost just as much and that this phantom of better fuel economy is only a small part of the whole story.

"They may also realize that a top-quality \$3,500 medium-priced four-door (with a fine allowance for the present car or a good discount on a straight sale) with all de luxe groups, including power steering, power brakes and good gas mileage at safe cruising speeds, is still the most desirable, economical over-all package they can buy over the long pull.

"Somehow, I cannot get rid of the idea that our automotive advertising agencies haven't done quite as well on selling what is basically best for Mr. and Mrs. Car Buyer, or else the obsolete, sometimes grotesque imports would never have made any inroads upon our industry, which paved the way for what may turn out in its biggest part to be only a passing fancy."

Bill Robinson, Robinson Motors, Inc. (Chevrolet-Oldsmobile), Harrisville, W. Va.—"The compacts will have little over-all long-range effect. Compact sales will simply replace other new- or late-model used

sales."

Carl W. Hash, Carl Hash Motors (Buick-Opel), Seymour, Texas—"We're delighted with the compact outlook. I think it will help the future profit because the larger cars are priced too high."

Robert T. Leigh, Leigh Buick, Inc. (Buick-Opel), Tuscaloosa, Ala.—"It is my opinion we must give the public the car they wish to own. They have indicated, by their recent purchases, they like the compact cars."

A Pontiac dealer in the Greater Washington, D. C., area—"I believe some of our used-car potential will switch to compacts but very little of our new-car business."

Frank N. Boggus, Boggus Motor Co., Harlingen, Texas, which advertises itself as "South Texas' largest Ford dealer—38 years with Ford"—"It will take two or three years before a stable used-car market can be established to any extent, with the late-model standard-car owner taking a great loss."

M. L. Tutan, Tutan Ford Sales (Ford), New Albany, Miss.—"I believe the compacts will continue to sell, at least at the present rate. I do not look for much increase—probably a little less interest if '61 models are reduced in over-all size."

Robert Heyer, Robert Heyer Motor Co. (Buick-Opel), Corinth, Miss.—"I'm not sure but it looks like compacts will account for 50% of the market."

C. L. McWaters, McWaters Motor Co. (Buick-Rambler), Blytheville, Ark.—"Compacts are here to stay and will continue to gain a higher percentage of the market."

In fact, nearly 50% of the dealers responding to this survey said they expected sales of compacts in the new model year to double the sales performance of the fewer number in

the market during the '60 run. On the other hand, one of the biggest Ford dealers in the Southeast commented:

"I think the compacts have a definite place in the auto industry, but the manufacturers are clouding the picture with too many different compacts."

Before his abrupt resignation a few weeks ago of the presidency of Chrysler Corp., William C. "Bill" Newberg predicted that before the end of 1960 the so-called "low-priced" cars [Plymouth, Chevrolet, Ford and Dodge Dart] and the compacts would be accounting for 80% of the market, compared with about 74% in mid-1960.

He, like many of the responding dealers in this survey, pointed to the leveling off in retail sales of imported cars. These cars should fail to show an increase in sales this year over 1959, and "it now seems likely that import sales for the year will be off as much as ten per cent from those of last year," Newberg commented.

A long-time seasoned Ford dealer, Charles D. Randall of Randall & Blakely, Inc. (Ford-Falcon-Mercury), Griffin, Ga., had this to say about the outlook:

"I believe the compacts will start another cycle of growing 'bigger and better and more powerful' every year until they get too big and have to start all over again.

"We have traded in five practically new compacts and more imports on standard-size cars from purchasers who had nothing against the compacts but just preferred the larger standard car."

And supporting him in his observation on the "growing power" facet is the fact that some compacts already have optional power pack-

(Continued on page 63)

How About Compact Sales in Rural Areas?

Cars have to take greater punishment in rural areas—as is so much of the South. Will compacts sell slowly there? Some of these dealers believe it.

As Two Dealer Leaders See Compacts

Presidents of the Florida and Georgia dealer associations analyze their markets and what they visualize ahead with the additional compacts coming out this fall



By **JAMES L. FERMAN**

President, Florida Automobile Dealers Association

THIS PUBLICATION has asked me, as president of the Florida Automobile Dealers Association, for my observations on the current trend of the automotive industry, particularly from the viewpoint of a franchised dealer.

I am flattered by the request, but I am no oracle, and I would not presume to speak for my state association.

I do have some personal views, however, on the current confusion of the compacts, and I believe a discussion of this complex subject may help to evaluate our position and our direction into the so-called sizzling '60's.

Certainly the industry is sizzling over the initial impact of the compacts. They have been with us now for about ten months. We are beginning to see what they can do and may do to our traditional business.

The compacts have imposed on the industry a king-sized challenge, some king-sized problems, but also some king-sized opportunities, largely unforeseen as recently as six months ago. They have already brought about the greatest single change the industry has faced, and have forecast even more evolutionary changes in the next few years. They have exaggerated all our existing problems. They have created additional problems without precedent.

We all know the compacts were developed reluctantly to head off a surge of popularity of the small foreign imports. After all kinds of studies and market analyses, hardly anyone regarded the move seriously. Detroit would make a few small cars to blunt the edge of for-

(Continued on page 118)



By **DARRELL JOHNSON**

President, Georgia Automobile Dealers Association

TWO FRIENDS of long standing met on our main street. Said John to Tom, "By the way, have I told you about my grandchildren?"

Tom replied with interest, "No, and I want you to know how much I appreciate it."

When my Buick-Oldsmobile dealer, Dick Keller, and my Dodge dealer, Leonard McNair, ask if I have heard about their new compacts I will have the answer. "No, and I want you to know how much I appreciate it."

Compacts, come next cotton picking time, are going to be as numerous as grandchildren. The pride of ancestry will, as usual, abide in the family; new names will be heard; virtues, as yet untold, will be shouted in every open ear; likeness to parents will be debated but never settled and finally the offspring will gradually grow into a respected member of the family. He (with the power up front) and she (with power in the rear) will be a completely new parentage possibility.

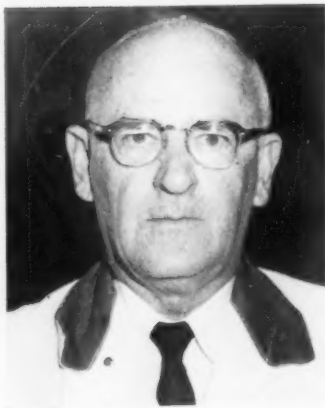
The cars of the last decade wandered far from home and, loosening the ties of their ancestry, became overgrown, larger in every element of speed, power, width and hardly recognized by name. (Look at some of their pictures if you doubt this statement!)

New conquests were made into other price groups; the bars to the field were let down and all entered for the battle royal. When the battle was at its peak there came word from home that another tribe had moved in and were taking over the home bases which had become deserted.

Now was a time of retrospect and an acknowledge-
(Continued on page 93)

Servicing the Vane-Type Chevy Power Steering Pump

By E. M. LOWERY
Technical Editor



POWER steering is fast becoming a "must" with new car buyers. Consequently, we in the shop have more of these units to service.

Sometime we get confused when there is a request to "check cause of no assist." We don't know whether the trouble is in the steering unit or in the pump. Knowing what to check and how to check will save lots of time.

There are several different types of pumps used by the various manufacturers—the vane, the roller and the slipper. This story, however, will cover only the vane type as used on the current-model Chevrolet.

1.—Pump noise:

No power steering pump is completely noiseless. Some noise will be present at stand-still parking, particularly when the wheels are against the wheel stops. Power steering pump noise can be confused with many other things, such as transmission, rear axle, generator, etc.

If it is determined that excessive noise is present, remove the pump drive belt, determining for sure if the pump is at fault. If it is determined that excessive pump noise is present, the following steps should be taken in order given:

- a. Check belt tightness.
- b. Check oil level, filling to proper level, if necessary.
- c. Check to make sure hoses are not touching any other parts of the car, particularly sheet metal.
- d. Check the presence of air in the oil. Air will show up as bubbles

or the oil will appear milky. Small amounts of air cause extremely noisy operation. If air is present:

- 1.—Tighten all fittings and bolts.
- 2.—Check the entire system for source of air leak. Air can leak into the system at any place. Air leaks usually occur at joints in the system where oil passes through at high velocity such as hose connections or at the driveshaft seal. After each step in attempting to eliminate air, the pump should be operated for a few minutes at idle speed while occasionally turning the steering wheel between extreme turns to allow the air to bleed out of the oil.
- e. If after step "d" there is no air

present, install pressure gauge in the pressure line between the pump and gear. If, when racing the engine to about 1,000rpm and without turning the steering wheel, the pressure exceeds 125psi, the hoses and/or steering gear are restricting the oil flow and these parts should be examined to determine the cause of restriction.

f. If the pressure in step "e" is less than 125psi, it will be necessary to remove the pump from the car and disassemble, or partially disassemble, following steps outlined under pump disassembly.

g. Check the pressure plate for scoring.

Note: A high polish is always present on the face as a result of normal wear. Do not confuse this with scoring. Light scoring can be cleaned up by carefully lapping on a flat surface. Be sure to thoroughly wash away all lapping compound.

h. Check the vanes to insure that the radius edge is toward the outside and that they operate freely in the rotor slots.

j. Check the contour surface of the pump ring for extreme wear. Normally there may be some scuff marks and uniform wear. This is not detrimental to pump noise or function. However, if the wear consists of chatter marks or gouges that can be felt with the finger, both the ring and vanes should be replaced. The vanes should be replaced also, because if the ring is worn sufficiently to be felt with the finger, the vanes usually are found to be worn quite badly too.

k. Check the face of the thrust plate for scoring. Light scoring or pick-up can be cleaned up by lapping (see "g" above).

m. Contrary to popular belief, the pump bushing is rarely, if ever, responsible for noisy operation.

n. Cases of pump noise caused by the flow control plunger have been known to exist. If other measures fail, try a new plunger and spring.

2.—Pump leaks:

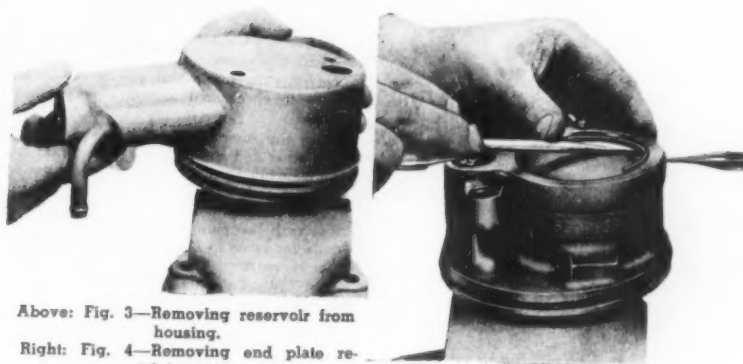
- a. Tighten all fittings and bolts.
- b. Try to determine source of leak by wiping off pump assembly.
- c. Possible sources of pump leakage are as follows as shown on the opposite page:



Left: Fig. 1—Flow control valve and spring valve removal.



Below: Fig. 2—Removing rear mounting bolts.



Above: Fig. 3—Removing reservoir from housing.

Right: Fig. 4—Removing end plate retaining ring.

Source of Leak	Cause	Remedy
Top of reservoir	Reservoir too full	Fill to proper level.
	Excessive air present in oil	Proceed as in 1-d above to determine cause of air.
At reservoir	O-ring cut or improperly installed	Replace O-ring or install properly.
	Reservoir damaged	Replace reservoir.
At the pressure fitting or studs	Not tightened sufficiently	Torque to 20 foot-pounds.
	Cross-threaded or defective seal on fittings or hose or damaged seals	Correct as necessary.
At shaft seal	Defective seal or damaged shaft	Replace seal. Replace shaft if seal surface is scratched or nicked.
Leaks in metal parts	Defective castings	Replace.

3.—Poor, or no assist, or pump inoperative:

a. Check for loose drive belt.
b. Check and fill reservoir; bleed steering gear.

c. Determine the source of trouble; that is, pump, steering gear or hoses. Install pressure gauge in the pressure line between the pump and gear.

Test No. 1—oil circuit open:

1.—Install a pressure gauge in the pressure line between the pump and control valve. Be sure to check and identify the pressure lines.

2.—Turn the steering wheel from one end to the other end and note the pressure on the gauge while holding the wheel momentarily

against each end. This maximum pressure reading should fall between 750 and 850psi with the pump idling at 480rpm, the selector lever in drive range and the oil temperature in the reservoir between 150° and 170°. To obtain temperatures of 150° to 170° desired for testing, turn wheels through normal operating range several times.

Caution: Do not hold the steering wheel against the stop for any extended period of time.

If the maximum pressure is below 750psi, it indicates there is some trouble in the hydraulic circuit. However, it does not indicate whether the pump or the gear is at fault.

To determine if the pump alone or the control valve alone, or if both, are at fault, proceed with test No. 2. It will not be necessary to proceed with test No. 2 if the pressure as read for each end is more than 40psi different, since in this case the control valve is at fault.

Test No. 2—oil circuit closed:

1.—Set pump idle to 450rpm, selector lever in drive range (475rpm in neutral if Synchronesh).

2.—Turn the shut-off valve of gauge to the closed position.

Note: Shut-off valve must be located between the gauge and the control valve.

3.—Observe and compare the maximum pump pressure at idle. It should not be less than 750psi.

Note: By comparing this reading with test No. 1 (testing complete circuit), it is possible to determine whether the fault is with the pump or steering gear, or both.

Diagnosis of two above tests' results:

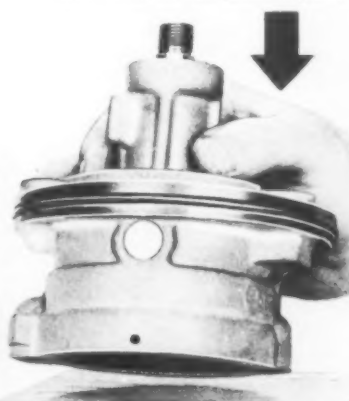
1.—First test below 750psi, second test 750 to 850psi—the control valve is at fault.

2.—First test below 750psi, second test not more than 50psi greater—

Fig. 5—End plate and end plate spring.



Fig. 6—Tapping out pressure plate.



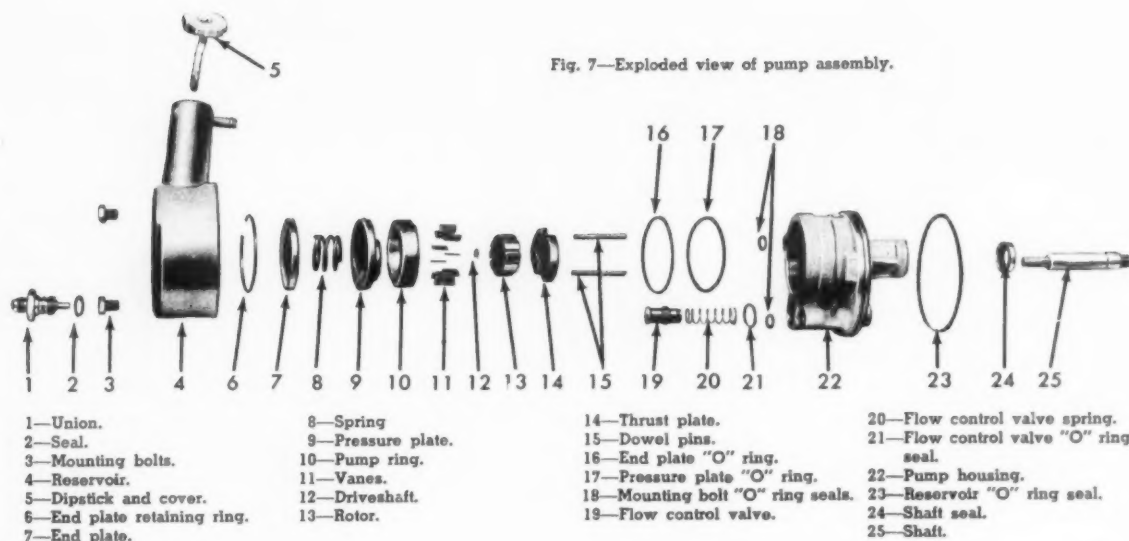


Fig. 7—Exploded view of pump assembly.

the pump is at fault.

d. If pump is determined to be at fault, proceed as follows:

1.—Remove reservoir and flow control plunger (see Fig. 1). Be sure the flow control plunger operates freely in the pump housing bore. If stuck, dislodge. Check for burrs or dirt that may cause a sticky valve.

2.—Check the small screw in the end of the flow control valve for looseness. If loose, tighten, being careful not to damage machined surfaces.

3.—Insure that the pressure plate is flat against the pump ring.

4.—Check the pressure plate, thrust plate, rotor and ring for scoring as described under "pump noise."

5.—Check the vanes as described under "pump noise."

6.—The internal parts of the flow control plunger may be at fault. Try a new assembly. Do not attempt to service parts as this assembly is

properly calibrated at the factory.

e. If control valve is at fault, see control valve service information.

Service operations:

Removal from vehicle:

1.—Disconnect hoses at pump. When hoses are disconnected, secure ends in raised position to prevent drainage of oil. Cap or tape the ends of the hoses to prevent entrance of dirt.

2.—Install two caps at pump fittings to prevent drainage of oil from pump.

3.—Loosen bracket-to-pump mounting bolts.

4.—Remove pump belt.

5.—Remove bracket-to-pump bolts and remove pump from vehicle.

6.—Remove drive pulley attaching nut.

7.—Slide pulley from shaft. Do not hammer pulley off shaft as this will damage the pump.

Disassembly.

1.—Remove union and seal.

Caution: In clamping pump in vise, be careful not to exert excessive force on front hub of pump as this may distort the bushing.

2.—Remove pump rear mounting bolts (Fig. 2).

3.—Remove reservoir from housing by turning counterclockwise until reservoir can be lifted freely from housing (approx. 30°) (Fig. 3).

4.—Remove mounting bolt "O" rings and union "O" rings.

5.—Remove end plate retaining ring. Depress end plate retaining ring, using 1/8 diameter hole in pump housing. When ring is in depressed position, remove as shown with screwdriver (Fig. 4).

6.—Remove end plate. End plate is spring-loaded and will generally sit above the housing level. If sticking should occur, a slight rocking action will free the plate (Fig. 5).

7.—Remove pump from vise and invert. Flow control valve and spring valve will fall free (Fig. 1).

8.—Remove end plate "O" ring.

9.—With pump housing turned over, tap housing on wood block until pressure plate falls free (Fig. 6).

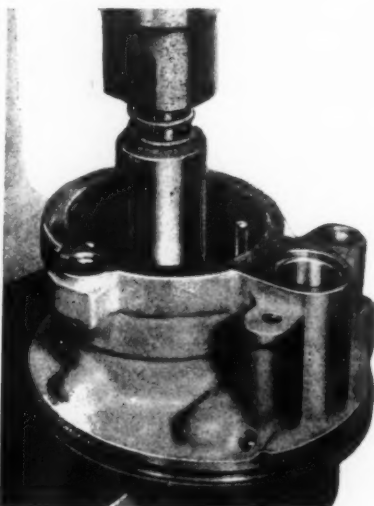
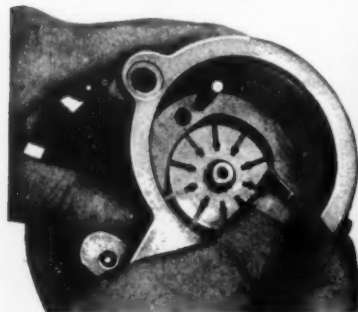
10.—Remove pressure plate, pump ring and vanes, being careful not to drop parts.

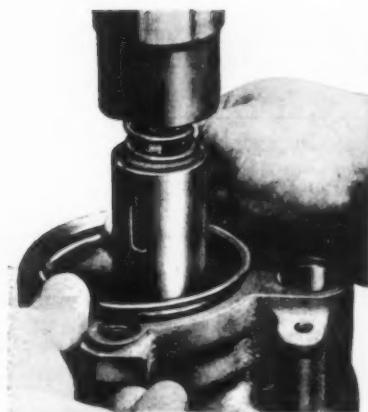
11.—Remount housing in vise and, using a suitable tool, remove snap ring on end of driveshaft.

12.—Remove rotor and thrust plates.

13.—Remove shaft through front of housing.

Below: Fig. 8—Installing vanes.
Right: Fig. 9—Pressing on pressure plate.





Left: Fig. 10—End plate and retaining ring installation.

Above: Fig. 11—Proper installation of flow control spring and plunger.

Cleaning:

Carefully clean all parts except O-ring seals which are to be replaced and should not be immersed in cleaning solvent. Lubricate all O-ring seals and the driveshaft seal with vaseline and install in proper location. Be sure not to immerse the driveshaft as this could damage it. Fig. 7 shows an exploded view of the pump.

Assembly:

Be sure all parts are clean during re-assembly.

1.—Insert shaft at hub end of housing, spline end entering mounting face side.

2.—Install thrust plate on dowel pins with ported face to rear of pump housing.

3.—Install rotor, which must be free on splines, on pump shaft over splined end.

Note: Assemble rotor with countersunk side toward shaft.

4.—Using suitable tool, install shaft retaining ring.

5.—Install pump ring on dowel pins with direction of rotation arrow

to the rear of the pump housing. Rotation is clockwise.

6.—Install vanes in rotor slots with radius edge towards outside, as shown in Fig. 8.

7.—Lubricate outside diameter and chamfer of pressure plate with vaseline to insure against damaging O-ring and install on dowel pins with ported face toward the pump ring.

Using a 2 3/4 diameter tube to apply pressure to outer edge only, seat pressure plate by means of pressure on the sleeve with the use of an arbor press. Never press or hammer on the center of the pressure plate as this will cause permanent distortion with resulting pump failure. (Pressure plate will travel about 1/16" to seat) (Fig. 9).

8.—Install pressure plate spring in center groove of pressure plate.

9.—Install end plate "O" ring.

10.—Lubricate outside diameter and chamfer of end plate with vaseline to insure against damaging "O" ring and install in housing, using an arbor press as shown in Fig. 10.

11.—Install end plate retaining ring while pump is in arbor press. Be sure it is completely seated in the groove of the housing. (Fig. 10).

12.—Install flow control spring and flow control plunger. Be sure hex head screw goes into bore first (Fig. 11).

13.—Position so that filler tube is 30° counterclockwise of normal position, drop into place, then rotate

clockwise to normal position and press down until reservoir seats on housing.

14.—Install studs, stud seals, union, union seal and driveshaft key. Support the shaft on the opposite side of key when installing key.

Note: Reservoir must be seated before bolts are installed.

Installation on vehicle:

1.—Slide pulley on shaft. Do not hammer pulley on.

2.—Install pulley nut and torque to 35-45 ft. lbs. against pulley.

Note: Always use a new pulley nut.

3.—Position pump assembly on mounting bracket with holes lined up and install bolts loosely.

4.—Connect and tighten hose fittings.

5.—Fill reservoir. Bleed pump by turning pulley backward (counterclockwise as viewed from front) until air bubbles cease to appear.

6.—Install pump belt over pulley.

7.—Move pump outward until belt is tight; then tighten mounting screws (Fig. 12).

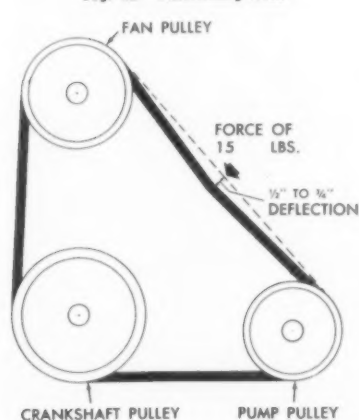
Volkswagen Stock Placed On Public Market

A LAW placing stock in Volkswagen on public sale has been passed by the upper house of the West German Parliament, with shares selling at approximately \$60 each.

The law settles ownership of the firm, managed since the end of World War II under a special trusteeship administered by the governments of the West German Republic and the Province of Lower Saxony. West Germans and company employees throughout the world buying the stock will be required to hold it at least two years before selling. The law stipulates individuals can personally buy only ten shares.

Volkswagen President Heinz Nordhoff said 60% of the stock, worth an estimated \$167 million, will be offered the public, with the remaining 40% being divided equally between the Bonn government and the Province of Lower Saxony.

Fig. 12—Tensioning belt.



September: Troubleshooting Ford Overdrive

In view of more and more people being interested in getting maximum economy of operation of cars, Ed Lowery will "troubleshoot" the '60 Ford overdrive.

IGOA Pulls Record to South

MEMBERS of the Independent Garage Owners of America showed by their votes and by their program at the fifth annual convention at Atlanta July 7-9 that their group is now one of the established associations of the automotive industry. Attendance hit a record of approximately 350.

They refused to admit to allied membership one manufacturer because they felt it did not meet the established qualifications. They set up higher figures in the operating budget and, in general, prepared for a sixth year in which membership is expected to climb above the present 5,750 before the annual convention to be held next summer at St. Paul, Minn.

Art Kittell of Pittsburg, Kan., who was elevated from first vice president to the presidency, said that the executive committee was unable to follow suggestions for moving the executive offices from Tulsa, Okla., to Chicago at this time because the costs would be "prohibitive" and because "most of our support comes from jobbers in vari-

ous towns and we feel we should stick pretty close to them."

Executive Director Ralph H. James reported that North Carolina had experienced the "fastest growth" of any state unit in the past year. Florida has bought more of the "IGOA Signs of Progress" signs and otherwise adopted more ways of displaying the association emblem than any other state group, he said.

With delegates present from most of the 38 states composing the association, James said that 1960 "has been one of our best years. Our finances are the best they have ever been."

George A. Millinger of St. Louis, the new third vice president and former secretary-treasurer, reported that a credit card plan being used there had boosted his shop volume by as much as \$200 a week and that some shops had been aided as high as \$600 a week by using the card through an agency which quickly repays the garage and collects from the customer. A national credit card plan is not feasible at this time, Ray

J. Campbell of Denver, IGOA's past president, reported.

Bryan Davis of Raleigh, reporting for the IGO of North Carolina, of which he is president, praised the wholesalers of his state for helping to push its growth. The 18 journeymen training schools set up there have \$30,000 to \$40,000 worth of first-class equipment, he said.

W. C. "Josh" Wilder of Nashville, Tenn., IGOA's new second vice president, said, "We desperately need to educate garagemen and jobbers alike that this is a fight in which we must all participate."

Other delegates also gave detailed reports on activities within their states.

For example, John Savage, president of the Lake Charles unit, said the Louisiana legislature has before it a motor vehicle safety inspection bill which the IGOA members hoped to see become law.

A workshop meeting of state and regional managers was held all day preceding the opening of the convention. Ray Segriff of Cedar Rapids, Iowa, manager of the Iowa and

Only a small portion of the 250 attending the annual banquet are shown here.



Texas and IGOA

When his time to make the report for Texas came up, Fred Bethel of Dallas pointed out there were two units—at Dallas and Fort Worth—now operating, with "units in process of being formed" at Paris, Denton, Tyler, Longview, Garland and Mineral Wells.

In Northeast Texas "we have the possibilities of 20 to 25 units. With your help Texas will surely give Ohio and California a battle within the next two years," he added. (Ohio and California have the largest state memberships.)

IGOA's President H. F. "Red" Reagin of Atlanta, presiding at this part of the board meeting, then said:

"For all who are concerned, there is a state (Texas) which needs help. Get with it!"

Nothing has come out of several past discussions between IGOA representatives and officials of the Independent Garagemen's Association of Texas aimed at considering the possibilities of IGAT's affiliation with IGOA.

Illinois IGOA, presided.

Among the trophies and awards presented were:

The Moog Industries trophy to H. F. "Red" Reagin of Atlanta, the outgoing president, as will be customary hereafter to that office holder. It was presented by James Bushyhead, Moog's executive vice president.

The McQuay-Norris Mfg. Co. trophy to Ohio as the state group selected by a committee for "showing the most progress the preceding year." George Leutwiler, the chief service engineer of McQuay-Norris, presented the trophy.



Leaders of IGOA for the new year will be (l. to r.): seated, H. F. "Red" Reagin of Atlanta, retiring president; Art Kittell of Pittsburg, Kan., president; George Millikin of Youngstown, Ohio, first vice president, and W. C. "Josh" Wilder of Nashville, Tenn., second vice president; standing, George A. Millinger of St. Louis, Mo., third vice president; Art Fox of Cedar Rapids, Iowa, secretary-treasurer, and Ralph H. James of Tulsa, Okla., the veteran executive director.



A barbecue at Atlanta's Grant Park was followed by a visit to this building which houses the famous Cyclorama, the huge painting depicting the battle-field when Atlanta was under siege during the Confederate War.

In accepting this, George Millikin of Youngstown said, "We are sincerely surprised that we won this

as we thought North Carolina would win because of its rapid growth. Everyone in IGO looks up to North Carolina."

A \$500 U. S. savings bond to Ralph James from his Georgia friends in appreciation of his work, presented by Henry S. Clark of Atlanta, executive director of the Georgia Automotive Wholesalers Association and a past president of Automotive Booster Clubs International.

A similar bond to H. F. Reagin for his work and also from his Georgia friends, being presented by Bruce Bobb, Savannah, Ga., garageman.

Reagin was also presented a gold wrist watch from the association for his work. This presentation was by Bert Cook of Dallas, Texas, IGOA's first president.

In one of the major addresses, Bryan Davis told the general convention session about the growth of the North Carolina association and
(Continued on page 100)

The audience listened attentively as one of the general board meetings was underway.



We Can "Grow" Mechanics

By HENRY SORENSON
Long Beach, Calif.



AS CLOSE as can be estimated, there are now more than 70 million vehicles in operation in the United States, and there are between 750 and 800 thousand mechanics—approximately one mechanic for every 87 vehicles operating.

In 1947 there was one mechanic for every 60 vehicles registered.

While it is true that better equipment to diagnose trouble and better repair tools are available today, enabling one man to produce more, by the same token today's cars are more complex and require people with greater intelligence to do the job properly.

Some experts say that one qualified man can service 75 cars with the methods we now use.

Aside from the fact that we are falling behind in adding men to keep up with the increased number of cars is the alarming situation of the mechanic presently employed. While I do not have accurate figures, it is said by some that the average is near 46 years of age.

At the California (garagemen's) state convention last month, our insurance counselor revealed that the average age of more than 1,100 people enrolled in our group medical plan was 49.

One thing is certain: the next few years will be critical ones in our field as far as manpower is concerned, and we must do something to alleviate this shortage.

If we could develop a formula by which we could interest the right type of young men to enter the trade, it would really be a new process in education.

In my opinion, both industry and school systems have fallen down on the job, and if we are to eliminate our problem, both must cooperate to the fullest extent and begin at once.

I am not certain whether schools or parents are at fault, but this we do know: too many people attend high school today preparing to go to college who simply are not college material, and when they finish high school they are not qualified to

Excerpts from one of the major addresses before the fifth annual convention of the Independent Garage Owners of America at Atlanta last month. The speaker was the official delegate to the meeting. He is a past president of the IGO of California.

attend college nor are they qualified to enter industry as a trainee.

As a result, they have actually retarded their education, for they must enter industry without any training whatsoever, having lost three or four years that could have been used to good advantage during high school preparing themselves for a career as a tradesman.

In too many cases the only boys relegated to the auto shop classes are those who are problem students, and it's either auto shop or expulsion from school. Or it is the boy who takes shop to enable him to fiddle around with some ole jalopy he or a friend may own, with no thought at all of ever becoming a mechanic.

This industry simply cannot use this type of man today.

We need willing, intelligent minds intent on a career in the automotive service business.

We will rarely get the top 20 to 40% intelligence group in our trade, but it doesn't seem right that we

should be constantly getting the lower ten to 20%.

Young men should begin to be screened in the ninth grade and those capable and interested in the automotive field be given every encouragement and opportunity to prepare themselves for it during high school.

Auto shop courses should be modernized so as to include more training in automatic transmission, power steering, power brakes, etc., and all other new automotive developments now accepted as standard equipment.

Recently I gave a 1951 Oldsmobile V-8 engine to a junior college automotive shop class and when I apologized to the instructor for its age, he informed me that it was the newest engine they had.

If more realistic courses were added, interest in auto shop would be stimulated and revived.

I do not mean that a boy should not have certain academic subjects, but after his first high school year, in addition to his school shop training he should be allowed to spend one or two hours each school day working in a qualified garage preparing for the practical application of the knowledge he is acquiring in high school shop and stimulating his interest in the trade.

If this procedure were followed, he would be a young man ready to take his place in the world upon graduation from high school.

What I am saying, of course, is that high schools must become vocational. This is not the general practice today, and many school systems have relegated the vocational training programs to the junior college level.

This, in my opinion, is wrong, and I am not alone in thinking this way, for I have discussed this with many teachers and almost all agree that the place to prepare young men for a trade is at the high school level, chiefly because many boys cannot wait to take two additional years of schooling before they can begin to earn a living, for their parents sim-

(Continued on page 88)

A Garageman Suggests the Step-by-Step "Growing" Process



Used-Car Manager Louis Tollison goes over a trade with a customer of the dealership.



Reconditioning manager and cleanup man listen as Tollison points out need for replacing mat.

We Move 350 Used Cars a Month

How the used-car department goes, so goes the dealership.

As most dealers know, there's no profit on a new car until you have made your profit on the used car. The profitable used-car operation must be geared to fast turnover. Trades must sell in the same market they were taken in on.

To step up and maintain a pace of turning 350 used cars within a 30-day period, and at the same time win customer good-will with an excellent used-car value, we have to define reconditioning policy and procedures very closely. Quality reconditioning is all-important. It cuts down costly comebacks; it builds future volume. Yet reconditioning overhead cannot be excessive because it can adversely affect your profit. The steps taken on each trade from the moment it is brought in are very important.

Our reconditioning manager goes over a trade thoroughly, road-tests it and writes up an estimate of reconditioning costs. If a car is reasonably clean, and costs for reconditioning are no more than \$50, he puts the car through the reconditioning shop. Such a car may need

By CURTIS DWORKEN

General Manager
Lustine Nicholson Chevrolet, Inc.
Hyattsville, Md.

a motor tune-up, a good cleaning and a pair of tires. If reconditioning costs are going to exceed \$50, the used-car manager inspects the car and checks reconditioning estimate to determine whether the car is to be reconditioned for retail sale or wholesaled outright.

Take, for example, a nice, clean car that has come in needing a windshield and a set of four tires. Since this will not tie up the shop very long, the car merits reconditioning. On the other hand, a seedy-looking car that may need a sizable amount of body and paint work, perhaps a motor overhaul, and extensive trim work, is wholesaled. The tell-tale work on this car eliminates it as a retail candidate.

While we know that the faster we turn used cars, the greater will be our profit, we take exacting pains to really clean up a car and put it in good mechanical condition. For we have learned with experience

that tremendous customer good-will is gained with a good used-car value. Costly comebacks are eliminated. Even reposessions are cut down.

We are convinced that a good job of reconditioning promotes customer satisfaction. On occasion when we have looked into causes of reposessions, we have found an unhappy customer dissatisfied with his car buy. The car was not reconditioned as it should have been.

Eager as we are to sell used cars in the same market we traded them in on, our policy is designed to make our mechanics take extra pains to do quality work. We have three men on cleaning up interior and exterior of a used car. They vacuum upholstery, shampoo it if it is dirty and use tint on the mats to restore faded colors.

We replace seat covers, arm rests, clean whitewalls or black tires and polish the car. If paint is peeling off of the motor, it is refinished, the firewall cleaned, radiator refinished. The rear trunk is cleaned and mat restored. We make a point of cleaning door jambs, door hinges, steering columns or posts thoroughly. So



Top: Cleanup men are paid piecework at the rate of \$7.50 per car for a complete job. Three cleanup men average eight jobs in an eight-hour day. Above: Engine work is assigned a traded car if it otherwise appears worthwhile to plan on retailing the unit.

often these details in a used car are mistakenly overlooked. We spare no effort in giving a car a look of newness.

Trim work is sublet. In order to

keep time loss to a minimum, we have a truck equipped to do trim-work pull up daily to our reconditioning shop and handle this work on the spot.

Motor work is handled in our reconditioning shop, transmission and body work in our own regular shop. Eight stalls with three mechanics and a shop foreman handle the 225 cars needing mechanical repairs that are retailed monthly.

We find it a money saver to pay our mechanics salary and commission. Earning approximately \$125 a week, they take more time to do a job right the first time. Salary assures good work because they take the extra time to be more exacting. The small commission provides incentive and keeps them from slowing down.

On the other hand, we pay our cleanup men piecework because we have found this more satisfactory than salary. At \$7.50 per car for a complete job, the three cleanup men work steadily producing volume as well as quality. Under good supervision they average eight jobs in an eight-hour day.

Reconditioning Costs Watched

Costs are watched in turnover in the reconditioning shop, too. For example, it would be shortsighted to tie up a stall for several days on a motor or transmission job in a car on which we had a \$200 investment, while a car requiring a short time in repairs in which we had put \$1,500 was waiting around.

Watching reconditioning costs on your used car involves also the buying of tires. We shop around for good competitive prices and when we locate a good buy, stock about 200. Older-model cars get full-cap tires. We turn in recappable tires. In the absence of a recappable tire there is a \$3.50 charge. We sell our trade-in tires to a company that checks them and pays cash for them on the spot, rather than hauling them off and giving us credit of an undetermined amount at a late date. We dispose of some 200 trade-in tires a month. Rejected tires are sold at 50c a piece to still another company. This saves us about \$150 a month.

Batteries in our used cars are re-built where old battery shells house new cells and plates. Guaranteed for 12 months, these rebuilt batteries come from an outfit doing an outstanding job.

Cleaning-supplies costs are watched closely on reconditioned cars. With control of all buying centralized in the reconditioning and used-car managers, cleaning supplies for reconditioning cars are bought twice yearly and maintained in a separate account. Buying in
(Continued on page 68)

Sources of Jobbers' Volume

GARAGES continue to be the biggest single group buyers from Southern and Southwestern wholesalers, while neck-and-neck in second place as customers are franchised car dealers and service stations.

A tabulation of 800 replies to a questionnaire mailed to jobbers throughout the 19 states in which SOUTHERN AUTOMOTIVE JOURNAL circulates (and which asked "approximately what percentages of your total sales are of the following types of outlets") revealed:

590 listed garages as accounting for 20% or more of their volume. 452 placed dealers as providing that amount. 449 mentioned service stations. 152 jotted down fleets. 117 said "others" accounted for 20% or more.

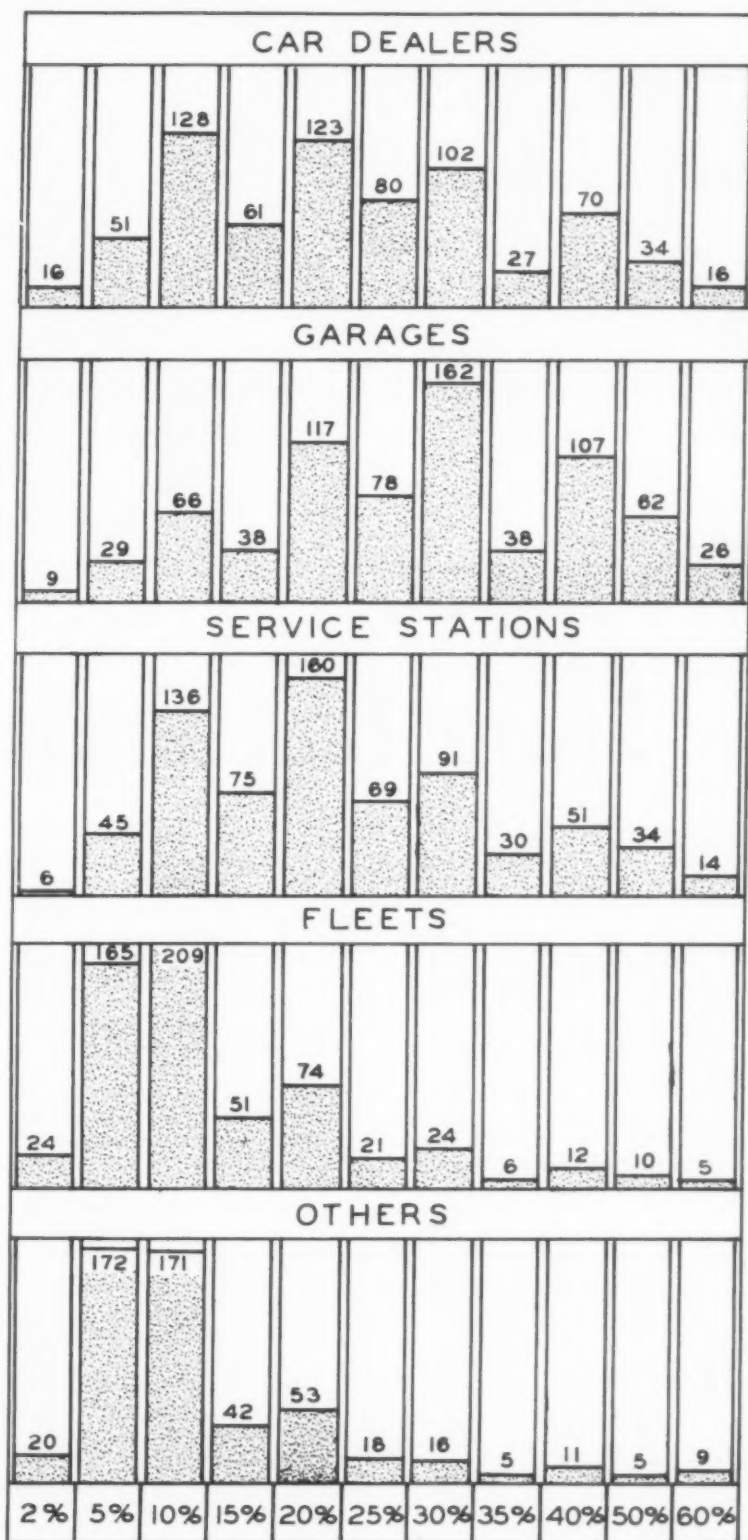
(National surveys have shown lately that while garages' and service stations' percentages of the service market have been climbing—as high as 38% for garages and 32% for service stations—the portion handled by dealers has declined from 23% to 19%.)

Under the classification as supplying 30% or more of their volume, 395 wholesalers indicated garages, 249 said dealers fell in this category, 220 gave service stations, 47 got 30% or more of their sales from fleets and 46 listed "others" as such high-volume customers.

The survey, shown in more detail in the accompanying graphs, ran into the usual difficulties to make figures balance in a thing this size. For example, one jobber said all his customers were car dealers; another said the same of service stations; one said half of his trade were paint shops; one said body shops yielded 40% of his business, as one said about industrial outlets. Tire dealers provided 85% of the sales for one company, while warehouse distributors cropped up in the survey and had to be eliminated from the tabulation where they listed sales

(Continued on page 68)

Figures inside the columns indicate number of wholesalers replying



Radio suppression and shielding have grown up. Here's how service has changed also.

By E. S. HARRIS



T.V.R.S. cable (right) has a linen, rayon and graphite core as opposed to the wire core in standard-type secondary cable.

Workman, Spare That Radio Cable!

Mechanics with three decades of service under their belt often point out to the younger generation that "they don't know when they are well off" when it comes to radio suppression and shielding.

When car radios first became popular, the mechanic had little background in experience and mighty little help from suppliers to try to quiet the squawks from the customers about the squawks in their loud speakers.

Only with great difficulty could the most talented mechanic finally reach the point where the radio was

made to be reasonably quiet and the engine would run reasonably well. Very often the temptation to tear out all the suppressors, elongated rotors and condensers tied into the various circuits to stop their "broadcasting" was overwhelming, particularly so when the customer became real bitter about the breakdown in engine performance because of them.

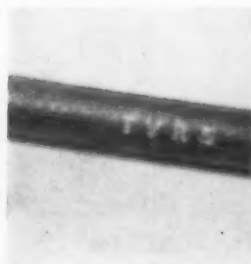
Fortunately, as time marched on and cars with radios became more numerous—not to mention the advent of TV sets in every home, much of the burden of suppression

was shouldered by resistor-type cables placed in the secondary circuit of most new cars manufactured in the last few years.

Many years of experimentation and a lot of money was spent trying to design a cable of the suppressor type. Packard Electric Division got into the act as far back as 1941 and freely admits that its research carried it down many blind alleys until it finally came up with the answer.

The basic center conductor of this cable consists, first, of ten parallel strands of the finest, highest grade of costly linen. (Many lower-cost

Resistance cable is identified by stamped symbols so mechanic can allow for additional resistance when testing circuit.



materials were investigated before the linen was finally adopted. Fibers of cotton, rayon, nylon, glass, jute, etc., were all tried but they all proved to have some drawbacks.)

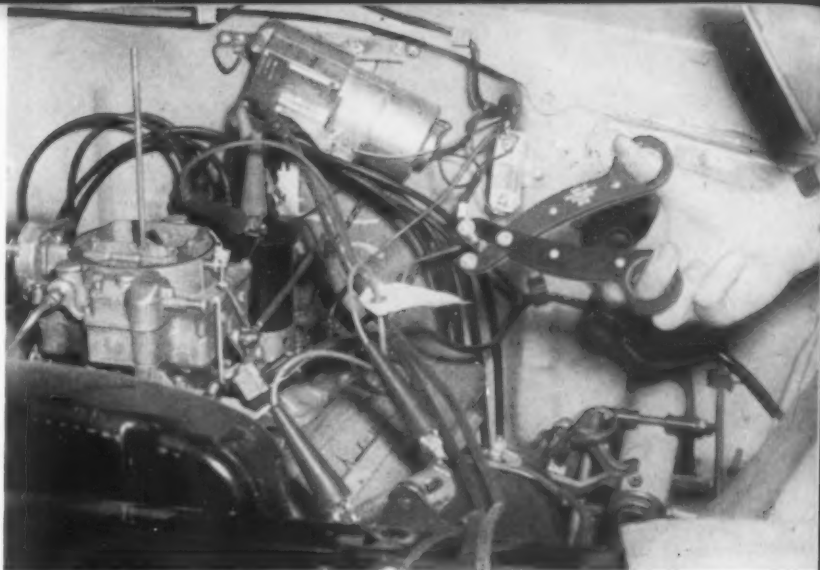
Over the ten parallel linen strands is braided, like a shoelace, a very close, high-grade, treated rayon thread. This entire assembly is then further processed by immersions in a formulated liquid graphite solution. The impregnated strands are then further processed by overcoating them with a liquid neoprene latex. This entire assembly is then oven-cured.

During processing it is checked constantly for uniformity of resistance. The cost of making this cable amounts to from one-third to one-half more than the cost of making the conventional cable with its equivalent copper conductor, so no money has been saved by adopting it to new-car assembly, which was a common rumor heard around the trade when "a cable without wire" was announced.

It is easily seen that this cable is a component of high-grade, costly construction. It should be given the same care in handling as any piece of radio equipment. It will not withstand the rough handling that conventional copper core cables can take, and if it is thus mistreated, the result is a knotty ignition problem, which may serve as a troublesome reminder before the built-in trouble is finally located.

Over this conductor is now extruded a rubber insulation, and it is the insulation that provides the high dielectric breakdown strengths and all the other electrical properties necessary for satisfactory ignition performance. Since rubber compounds are subject to corona deterioration, oil and grease swellings, and the like, this insulated rubber conductor is protected by an additional neoprene jacket. This jacket gives additional protection against corona, oil, acid, heat, etc.

In later-model cables a small "U" pin makes electrical contact between the T.V.R.S. cable core and the terminals.



Cable terminal pliers help avoid separating terminal from cable when removing terminal from spark plug.

The completed cable has a diameter of 7mm or .275", plus or minus .005". All suppressor cable is identified by an exterior white print on the cable with the words, "Radio—G.M.T.V.R.S." The lettering is repeated every 12".

In addition to its high cable dielectric breakdown as proven in engineering tests and the stability of its conductor, of particular interest was the fact that the graphite conductor does not change with age. Resistance cables checked after three years' service remained unchanged.

But as we mentioned before, this does not mean they can withstand ham-handed abuse. The classic "yank" we've always employed to remove the plug terminal is definitely out when it comes to servicing engines equipped with T.V.R.S. cable. A 70-pound pull will not only break the conductor but materially increase the resistance to an unsatisfactory high level. Whereas a steady, even pull will not change the resistance, a rapid, sudden jerk

will increase the resistance.

These cables must also not be flexed back and forth or be dragged forcibly across a sharp corner, since this will also increase the resistance.

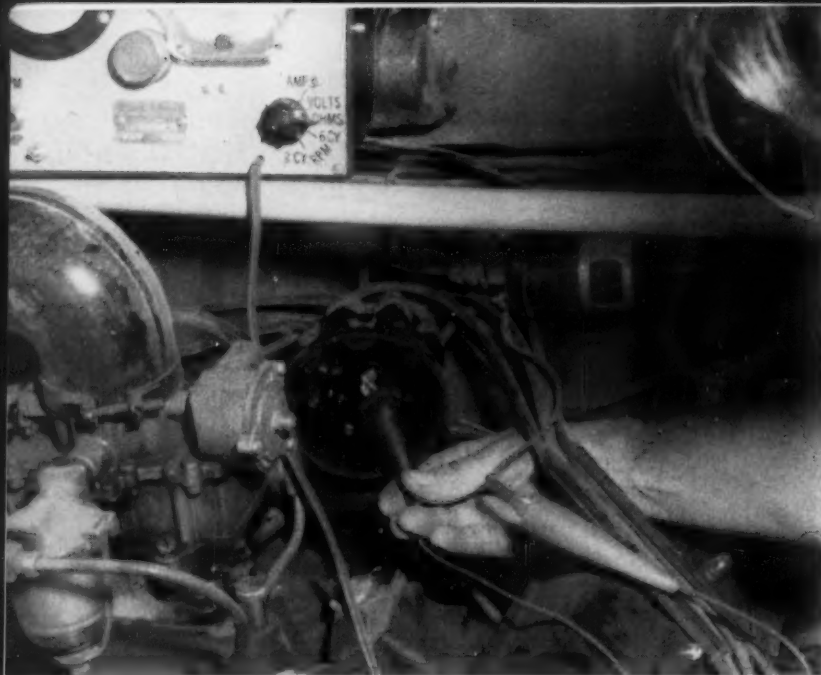
Several assembly methods are used in joining metallic terminals to resistance cables to obtain electrical contact. Staples, screws and lately a small "U"-shaped pin are inserted into the conductor core and against the terminal.

When making assemblies with the cable be certain the screw, pin or staple is not off center, as this may cause arcing, which will eventually burn off the conductor or center core.

And don't join the tune-up man who glibly states that he replaces all T.V.R.S. cable with copper cable when doing a tune-up, thereby curing all sorts of ills. This "policy" switching of cables usually indicates he doesn't understand the objective of the cable and if it apparently corrected a performance ill, the true source of the trouble was not actually located.

Sometimes his misunderstanding occurs in reading his instruments when testing the cable or perhaps when test procedures of other units are short-cut to lay the blame where it doesn't belong. For instance, his test instrument may give him a "no-go" reading if it was calibrated to test the unit without allowance for the built-in resistance in the cables.

Naturally if the cable resistance is ignored when testing the unit, a freak reading will result. This might occur where an ohmmeter is used to check the coil secondary resistance, including the cable to the



Coil secondary resistance will check excessive reading if secondary cable is T.V.R.S. type. Move probe from carbon in cap to coil tower to correct.

distributor cap, its connections, and the cap carbon.

In this test the meter clip will be attached to the primary lead terminal after it is disconnected from the distributor. The other clip will be touched to the carbon in the cap so the meter will indicate in the "coil" band if the resistance is within limits. Should a resistance cable be in use, the reading would register to show the coil or connections having a "too-high" resistance, and might result in the coil being erroneously condemned.

If the mechanic simply changed the procedure so as to make the test at the coil tower direct, then the cable resistance would be removed from the circuit and a proper coil test reading would result.

Similarly, should the meter calibration have a "bad" and "good" band for making cable tests printed on it, the mechanic should remember that these positions are intended for evaluating standard metallic core cables—not for resistance cables, and this will save many a resistance cable from being discarded, although it registered the proper resistance but the pointer happened to be resting in the "bad" band. When using test instruments for checking circuit resistance be careful not to mistake built-in resistance for discrepancy.

One prominent instrument manufacturer points out in its instruction bulletins that the reduction of current flow across the plug gap by

suppression in the secondary ignition circuit does not necessarily reduce ignition efficiency. It explains that the same voltage is available to fire the plug as before, since no voltage is lost across the resistors until current starts flowing, and current does not flow until the plug fires.

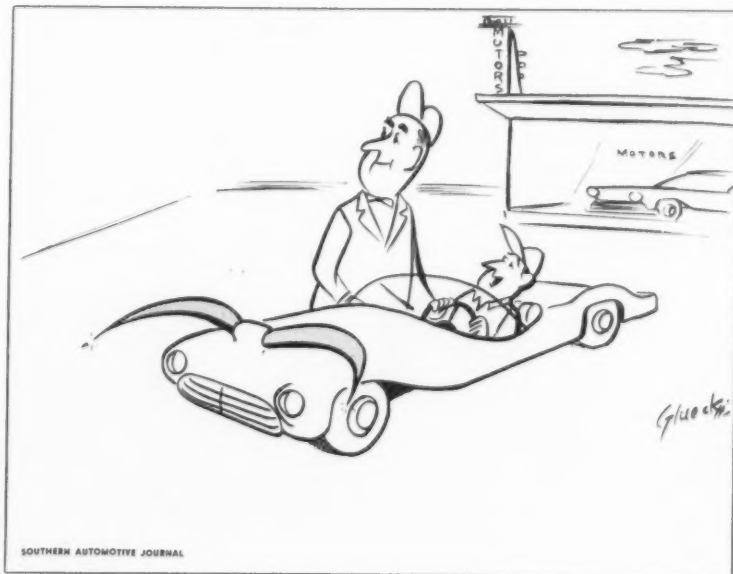
Of course when the plugs fire and current starts flowing in the secondary circuit, voltage drop increases across the resistors and this

reduces the voltage and current flow across the plug gap so that the spark is reduced in intensity and duration. Ignition engineers claim that normally a low-energy, short-duration spark is all that is needed to fire a cylinder and that increasing the intensity and duration of the spark does not improve combustion.

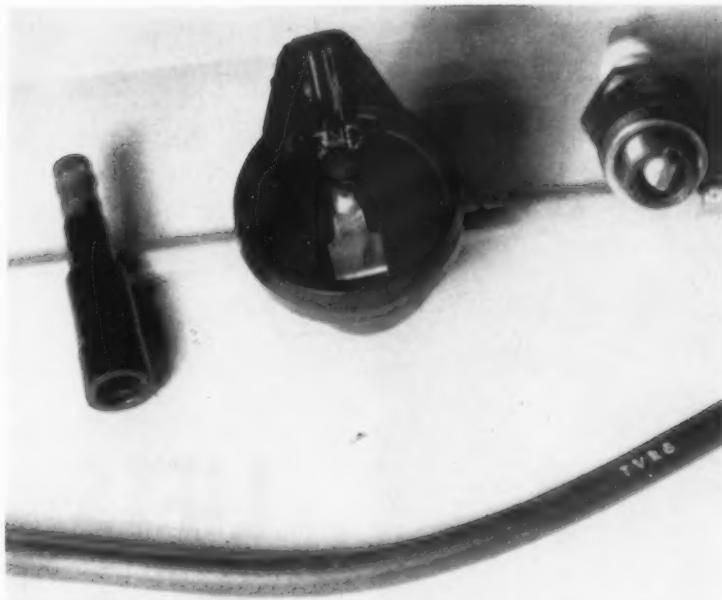
In cases where a longer spark duration might be of help, as when light loads and lean mixtures are encountered, it may be found that misfiring can be reduced by longer duration and hotter spark. But since the particles of fuel in a lean mixture have more time to move into the spark gap, then of even more effectiveness is a wider plug gap, so widening the plug gap is found to be more effective than a longer-duration spark. The trend in modern ignition systems is towards the wider plug gap. Tests have shown that suppression reduces erosion and growth of the spark plug gap, so the reason for the trend is obvious.

Engineers caution the tune-up mechanic that when using their secondary efficiency meter not to be misled by the lower reading if suppressors are added to the secondary circuit. The lower reading could be caused by other factors, like poor connections in the secondary circuit, wide rotor gap, bad wiring, weak coil, or a defective primary system. If the lower efficiency is from these sources, they would definitely affect the ignition efficiency, so they should first check these points to make certain the lowered reading is due to suppressors, for the similarly low-

"Don't need bumpers."



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Built-in resistance may be found in a suppressor, rotor, spark plug or T.V.R.S. cable. Don't build excessive resistance by adding one to the other.

ered reading caused by suppressors will not affect ignition efficiency as explained in the previous paragraph.

They recommend that after the inspection of other units is made, that an ohmmeter reading be taken to check the resistance in the secondary suppressors and place a limit of 20,000 ohms resistance (another instrument maker places the limit at 10,000 ohms) from the coil to any of the spark plugs. If higher resistance is needed, the suppressor should be replaced with one of the specified value.

Interference in radio and TV reception can come from other sources than the rotor and plugs "broadcasting"; the breaker points, loose connections within the ignition wiring, generator, starter, voltage regulator, occasionally the fan belt and tires, and in some cases the instruments inject an unwanted sight or sound in a program. But the rotor and plugs are usually the main offenders and it is their interference suppression for which the T.V.R.S. cable was designed, and usually this is sufficient to achieve satisfactory noise levels in radio and to cut out TV interference.

The full anatomy of the why and wherefore of interference radiation by the electrical system is a story too long for this article, but briefly and, we hope, not too confusingly, an electrical rule points out that wherever an arc is created there will always be a transient oscillating current flowing in sections of the

wiring. Arcs could occur at breaker points, starter and generator brushes, etc.

In the ignition circuit the most important is the extremely high-frequency oscillations which occur in the secondary circuit when the plug sparks. It is the very-high-frequency, high-current discharge in the capacity component of the spark which causes electromagnetic waves to radiate. Since the frequency of these waves coincides with the fre-

quency of the carrier waves used in radio and TV, interference becomes the problem. So the suppression problem rears its ugly head.

There are two standard methods used to suppress ignition noise, either the application of "lumped" resistors such as resistor plugs or resistors placed in the coil circuit, or by the use of "distributed" resistance built into the ignition cable. The factory ignition engineers make the original choice at the assembly point. Field changes thereafter can often lead to confusion and poor performance when either a combination of the two systems or complete removal of all resistance is made.

If resistance-type cable is used, then resistance-type plugs and other resistance units should not be installed in the system, and vice versa.

Effect of resistance on ignition circuits:

The consensus of ignition engineers interviewed is that the purpose of resistance in the circuit is to reduce the peak current which flows as the spark discharges. This peak, without resistance, can reach from 200 to 500 amperes, while with resistor plugs or resistor cables it will be from 1 to 10 amperes.

Do T.V.R.S. cables adversely affect car performance? No.

When T.V.R.S. was first introduced, all types of high-speed and low-speed missing and other engine malfunctions were blamed on the cables. Research discovered that such irregularities caused by loose spark plug terminals, shorts caused

(Continued on page 122)



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The 20 lifts have speeded up service at this Dallas Chevrolet dealership.

Going "big time" for service sales called for detailed planning

LIFTS:



Steppingstone to Shop Volume

Careful placement of the lifts to allow roominess added to shop efficiency.



If D. C. Walston, service manager for Friendly Chevrolet in Dallas, were asked for a formula for service success, his answer would be something like this:

"Put in enough hydraulic lifts to handle a big volume. Control the work flow scientifically. Treat each customer as though he was your long-lost brother."

Walston speaks from experience. Friendly Chevrolet is situated at Lemmon and Inwood, one of the busiest corners in Dallas. The service department is equipped with 20 twin-post lifts. A dispatcher in a balcony cubicle controls the work-flow. And Walston himself checks constantly to see that customers are satisfied with the service they are getting.

Location is important to the Walston success formula, since it insures the big volume necessary for this type of operation. Until late 1959, the dealership was in a less desirable location where 20 lifts could well have been too big an investment. But here, in the heart of an area where traffic is steady and heavy, in less than five months they



The well-equipped service department here operates on a production-line system.

have proved their worth.

Both Walston and John H. Witt, co-owner and general manager of the agency, are young men with modern ideas. When the plans were drawn for the service department at the Lemmon Avenue location, the maximum use of floor space was a major consideration. Lifts provided the solution. The agency is now one of the largest in Chevrolet new-car sales in Texas.

"With our setup," said Walston, "we can not only service cars more rapidly but more economically. With our battery of lifts we can handle more cars in the same amount of space in a given time. We save time, because the mechanics stand up to work and don't have to be constantly switching positions. We save space, because a workman who is standing up needs less room to work than the man who has to get under the auto."

The lifts are segregated by use within the service area. Seven are used in the lubrication department, six for engines, five for brakes and two in the commercial-vehicle department.

Customers entering the service department drive to a conventional island window, where the job sheet is made out. If it is a grease-and-oil change or a mechanical job that can be done quickly and the customer wishes to wait, he is given priority: the dispatcher puts a man on the job immediately.

On other types of service, where each car waits its turn, the car is driven to a numbered parking stall at the rear of the service department, where there is room for 138 cars. When a mechanic is ready to

take on a new assignment, the dispatcher gives him a stall number and he gets the car. When the job is finished, it is returned to this same stall until called for by its owner.

No time is lost in locating the car, either while it is waiting its turn to go into the shop or in returning it to the owner after it has been serviced.

"We are now servicing between 125 and 135 cars a day," Walston said. "The number has been increasing month by month, and we expect it to continue to do so. We are prepared to handle up to 50% more business—but only because of our lifts and the efficient use they help us make of space."

Of the 87 people in Friendly's service department, 45 are mechanics. All lubrication equipment is situated overhead for convenience and space saving.

Walston is particularly proud of the record achieved in his commercial-vehicle department, which is separated from the regular service department and has its own entrance.

"At our old location," he said, "we had only two stalls for working on trucks. Today we have eight stalls and two hydraulic lifts. Business in the commercial-vehicle department doubled the first month we were here, and since then it has doubled every month."

Friendly Chevrolet's new location is ideal for service department traffic on both trucks and passenger cars. Close by are several large industrial areas, and a better-than-average-income residential area is also adjacent.

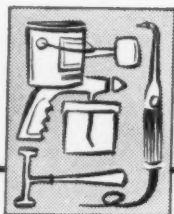
Witt and Walston are firm believers in a policy of showing the public how modern their service de-

(Continued on page 124)

Seven lifts are used for lubrication and two for commercial vehicles only.



Photographs courtesy of Weaver Mfg. Co., Springfield, Ill.



BODY SHOP OPERATIONS

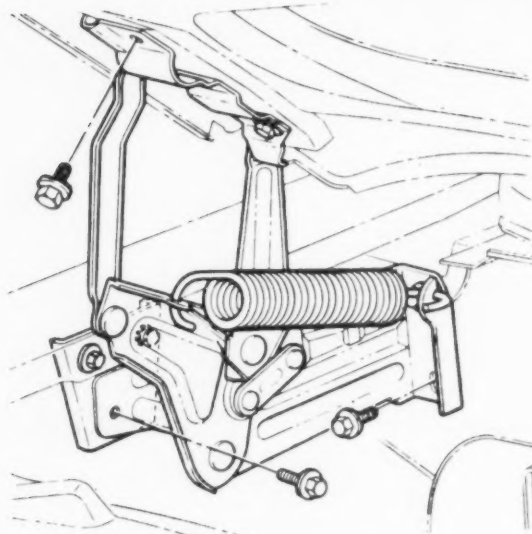


Fig. 1—Hood hinge removal on Chevrolet.

How it's done on the latest-model cars of Chevrolet, Ford and Plymouth.

Prop the hood in the extreme open position and place protective covering over the cowl panel and fenders.

Scribe position of the hood hinge on the hood and remove the two bolts.

Scribe position of the hinge attachment on cowl wall. Remove the bolt attaching the front of the hinge to the fender bracket and the two bolts attaching the hinge to the cowl wall and remove hinge.

Note: The hinge spring may be removed if desired, either before hinge is removed from vehicle or as a bench operation after removal.

Installation:

Seal hinge attaching holes at cowl wall with body caulking compound.

Keep Hoods Down

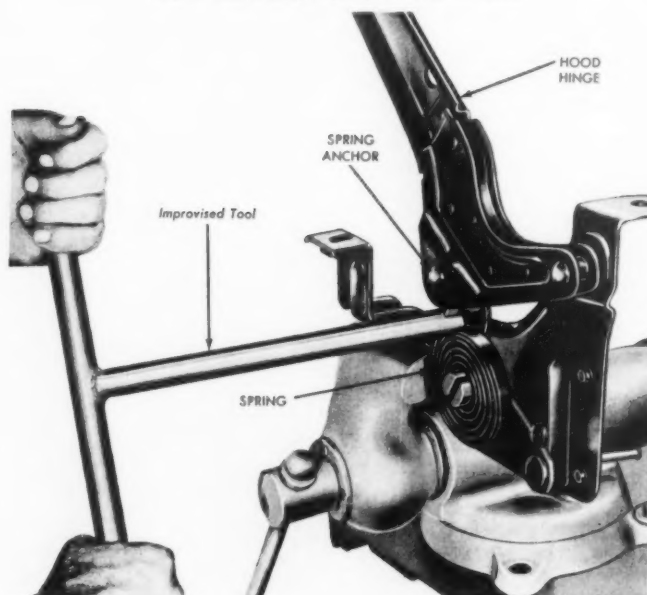
By **E. M. LOWERY**
Technical Editor

NOTHING can be more disconcerting to the man behind the wheel when doing 60 or more than to see a hood "jumping up and down," never knowing when it might become unlocked. Fortunately, the safety catch on all current-model hoods never fails, provided the hood is properly closed.

Here is a tip to all who perform under-the-hood service: When you close a hood, check it! If it does not line up properly and the hood lock and safety catch doesn't do its job, fix it, and here is how it's typically done, as with the '59-'60 Chevy hood assembly, (and later the Ford and Plymouth):

Hood hinge, (refer to Fig. 1):
Removal:

Fig. 2—Hood hinge spring removal on Ford.



Align hood hinge with marks on cowl wall and install two bolts attaching hinge to cowl and single bolt attaching hinge to fender bracket. Install bolts snugly, but do not tighten.

Note: Hinge spring may, if it has been removed from hinge, be replaced as a bench operation or after hinge has been installed on vehicle.

Align hinge with scribe marks on hood and install bolts snugly, but do not tighten.

Close hood and align flush with cowl and fenders.

Raise hood and tighten all mounting bolts.

Remove protective coverings.

Hood lock and locking plate:

The hood lock and locking plate differ from former years in that their positions have been reversed with the hood lock mounted on the radiator grille header panel and the locking plate mounted on the hood panel. The three lock bolt holes are slotted to provide a lateral adjustment.

Hood emblem:

Hood emblems are attached by self-threading nuts which may easily be removed to disassemble the emblems from the hood.

Hood front molding assembly:

The right- and left-hand hood molding assemblies are held to the front flange of the hood by four nut and lock washers each. Remove these nuts to easily remove the moldings.

Hood lacing:

The hood lacing is retained by clips snapped into holes provided at the front of the cowl.

Hood inner panel:

The hood inner panel is an integral part of the hood assembly and cannot be disassembled.

The '60 Ford hood:

Hood hinge spring removal (Fig. 2):

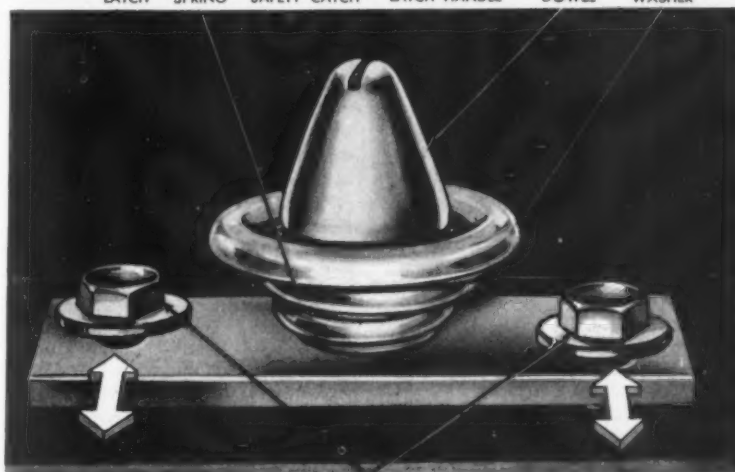
The hood is mounted on coil-spring-assisted hinges which make it easy to raise after it is released. The hood lock is located in the center of the radiator grille.

Hood hinge and/or spring replacement:

Using two men, remove four re-



LATCH SPRING SAFETY CATCH LATCH HANDLE DOWEL WASHER



ADJUSTING BOLTS

Fig. 3—Hood, dowel and lock on Ford.

taining bolts and remove the hood from the car.

Remove 16 screws and lift the cowl vent shield from the car.

Remove the cowl side trim panel and insulation, and remove the three hood hinge attaching bolts from inside the cowl.

Remove the bolt and nut from the hood hinge fender bracket.

Remove the upper hinge support bolt and remove the hood hinge.

If the hood hinge spring is broken or too weak, improvise a slotted tool as shown in Fig. 2, if necessary, and

unhook and remove the spring.

Position a new spring on the hinge and, using the improvised slotted tool, hook spring on the spring anchor. Position the hood hinge on the body and install the upper support attaching bolt. Position the washer between the fender and hinge support, and install the bolt and nut.

Position the cowl vent shield and install 16 screws.

Install three hood hinge retaining bolts through the cowl side, and install the cowl side trim panel and insulation.

Using two men, position the hood and install the retaining bolts. Adjust the hood for proper fit.

Hood adjustments:

The hood is provided with fore-and-aft, side-to-side and vertical adjustments. These directions refer to the position of the hood when it is fully lowered. The elongated hori-

September: Rambler Wagon Tailgate

As consumers swing further to wagons, you'll want to file Technical Editor Lowery's work on servicing the Rambler wagon tailgate, including glass regulator.

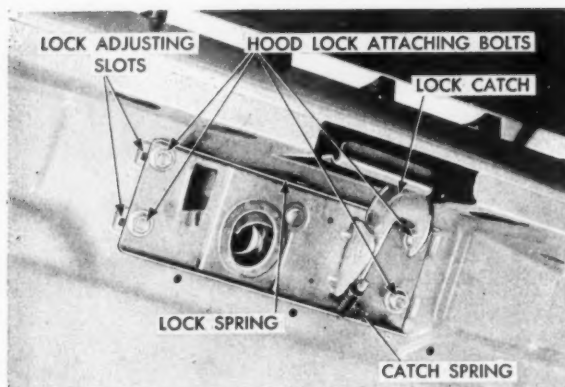


Fig. 4—Hood latch assembly (Plymouth).

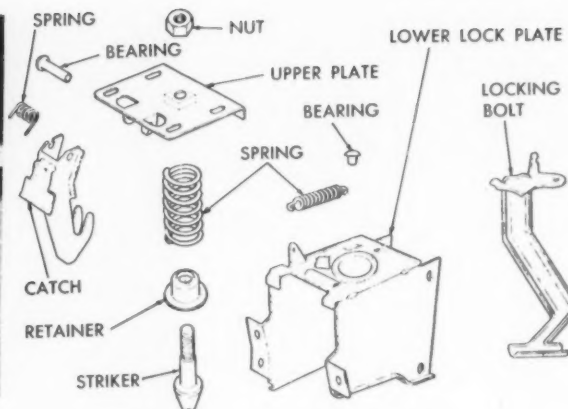


Fig. 5—Hood lock assembly (Plymouth).

zontal bolt slots in the hood hinge provide for the adjustment side-to-side. Vertical adjustment is made in the elongated bolt slots provided in the hood bracket.

The hood lock and dowel are also adjustable (Fig. 3). If the dowel is not centered properly, there will be uneven gaps between the hood and fender and/or radiator grille.

Hood lock adjustment:

Before adjusting the hood lock, make certain the hood is correctly aligned and in good repair.

The hood lock is provided with fore-and-aft and side-to-side adjustment through the elongated attaching bolt holes in the hood lock dowel support and the hood latch bracket (Fig. 3).

The hood lock dowel adjustment is made by loosening the dowel lock nut and turning the dowel in. This will adjust the hood tighter. If the hood is too tight, reverse the direction and turn the dowel out until the hood latches securely in hood latch (not the hood safety catch). When this is properly completed, tighten the dowel lock nut.

The '60 Plymouth hood:

Hood lock, hood and hinge:

The hood lock is manually operated and is situated underneath the left leading edge of the hood, above the grille bar. To open hood, pull forward on lever far enough to allow hood to snap up to the safety catch. Push down slightly on hood, then trip the safety catch with the

fingers to release hood.

Adjustment of the hood striker and lock assembly:

The hood striker is mounted on a plate which is attached to the hood by four bolts as shown in Fig. 4. The bolt holes in the plate are elongated to allow the striker to be adjusted fore-and-aft. The hood lock plate is fastened by five bolts, in slightly oversized holes, which will allow the lockplate to be shifted slightly in any direction. The striker stud is threaded in the lockplate and is secured by a locknut (see Fig. 5).

To adjust the striker (to lengthen or shorten), loosen the locknut and turn the striker in or out with a screwdriver until the correct adjustment has been obtained.

After making any adjustment that requires a shifting of the hood or fender, always check the hood striker for proper length and the lockplate assembly for alignment.

Should it become necessary to remove the hood for engine removal and installation, refer to Fig. 6, then proceed as follows:

Raise the hood and remove the bolts and washers attaching the hood to the hinge arms (both sides). Leave one bolt and washer on each side finger-loose. Before removing bolts, mark outline of hinges on hood, using a soft pencil or wax crayon. This will aid in hood alignment when reinstalling.

Brace the hood in such a manner that the hood will not slide to the rear and damage the painted surface of the cowl or fenders.

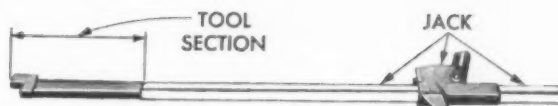
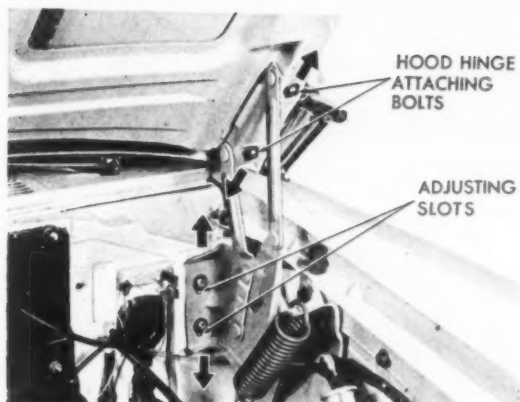
After the hood is braced properly, remove the last two bolts and washers. Lift hood up and away from car.

When installing the hood, the same precautions as taken above should be followed.

"This is the mechanic who worked on your car and the man to see when you come back to complain."



SOUTHERN AUTOMOTIVE JOURNAL



Left: Fig. 6—Hood adjustment (Plymouth).
Above: Section C-3007 welded to jack.

Lift the hood and slide into position, brace securely, then install the attaching bolts and washers. Just snug down. Do not tighten. Align hood with marks previously made, then tighten attaching bolts securely.

Aligning the hood:

An important thing in the alignment of the hood to fenders is the mounting of the body to the stub frame.

The upper hinge mounting stud holes are elongated fore-and-aft for hood adjustment (see Fig. 6). The hood hinge mounting bolt holes in the dash panel are elongated for up-and-down adjustment of the hood.

Excessive space between rear edge of hood and cowl panel:

To correct this condition, adjust as follows:

Prop the hood open to relieve tension on the hinge springs.

Loosen the bolts attaching the hood to the hinge plate, move hood rearward until correct spacing has been obtained, then tighten attaching bolts securely and check fit of hood. When moving the hood forward or backward, it is suggested that the hood latch adjustment be checked. Do not remove the prop from under the hood until the hood attaching nuts have been tightened.

Hood binding on cowl panel:

To correct this condition, adjust hood as follows:

Prop the hood open to relieve tension on the hinge springs. Loosen the bolts attaching the hood to the hinge plate. Move hood forward until correct spacing has been obtained, then tighten attaching bolts securely and check fit of hood. When moving the hood forward or backward, it is suggested that the hood latch adjustment be checked. Do not remove the prop from under the hood until

the attaching nuts have been tightened.

Unequal spacing between rear of hood and fenders:

To correct this condition, adjust as follows:

Loosen the four hinges to hood attaching bolts on each side of hood.

Shift the hood (at rear) in the direction of the wide space, until spacing appears to be equal on each side.

Tighten the hinge to hood bolts, lower hood and check for correct fit.

If the spacing is correct on one side but too little or too much on the other side, loosen the bolts attaching hood to hinge and the diagonal strainer on the side to be adjusted. (If the hood needs to be moved out, insert a large screwdriver between the upper hinge plate and the hood flange. Force the hood out as required while holding pressure on screwdriver; tighten bolts securely.)

To move the hood in, apply pressure on the outside edge of hood, then tighten bolts securely. Lower hood and check hood for proper fit.

Hood projects beyond front of fender:

If the hood projects beyond the front fender and the fender to door spacing is close, the fender can be shifted forward to correct this condition. The fender can be moved forward with a standard bumper jack, having a $1\frac{1}{2}$ " long piece of steel, tool C-3007, welded to its base (see Fig. 7).

To correct this condition, adjust as follows:

Loosen the bolts that hold the front fender to the cowl side panel.

Place the extension end of jack against the hinge bracket on the side cowl panel, and the lifting lug of

the jack against the upper section of the radiator support.

Extend the jack carefully, checking the clearance between the rear edge of fender and the leading edge of the front door. When the spacing between the door and the fender is correct, and the hood is even with the front end of fender, tighten the fender to cowl bolts securely.

Remove jack and lower the hood.

Excessive space between leading edge of front door and edge of fender:

To correct this condition, adjust as follows:

Loosen the fender to cowl bracket stud nuts and the fender to cowl side panel bolts.

Install the drawbar by hooking one end of the bar over the hood hinge support bracket on the cowl and the other end over the radiator support.

Tighten the turnbuckle until the fender to door spacing is correct at the front pillar. Also, check to see if the front of the fender is flush with the front of the hood. When the correct fitting has been obtained, tighten the bolts previously loosened and remove tool.

The turnbuckle drawbar referred to above can be constructed from two $\frac{3}{8}$ " sections of round steel stock, threaded at one end. On the other end, a 90° bend about $2\frac{1}{2}$ " from the end. Be sure the over-all length of the drawbar is enough to reach from the hood hinge support bracket to the radiator support. Install the threaded ends in a turnbuckle.

Front of hood higher than fenders:

If this condition is apparent, check the rear edge of the hood to see if it is low at the cowl. If the hood to cowl adjustment is correct, check the hood striker and latch assembly. If the striker is shortened, the front of the hood will be drawn down. It will be necessary also to adjust the hood bumpers on both sides when adjusting the hood.

To correct this condition, adjust as follows:

Raise the hood and loosen the striker locknut above the striker plate.

(Continued on page 64)

1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		ENGINE							FLUID CAPACITIES					WHEEL ALIGNMENT		
		Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qt.)	Transmission (Au.) (Pb.)	Fuel Tank (Gals.)	Cooling System (Sq. Ft. Radiator)		Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Le Sabre.....	123	62.3	60	V8I	4.125x3.4	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17		-2	+1½	.0625 to .1562
BUICK Invicta.....	123	62.3	60	V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17		-2	+1½	.0625 to .1562
BUICK Electra.....	126.3	62.3	60	V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17		-2	+1½	.0625 to .1562
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville and 60 Fleetwood.....	130	61	61	V8I	4x3.875	51.2	325@4900	430@3100	390	10.5-1	6	18	21	18½		-1½ to -1½	0 to ±½	¾ ± ½
CADILLAC 62 Eldorado, Seville, Biarritz and 75 Fleetwood.....	149.8	61	61	V8I	4x3.875	51.2	325@4900	435@3400	390	10.5-1	5	18	21	18½		-1½ to -1½	0 to ±½	¾ ± ½
CHEVROLET 6.....	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2400	235.5	8.25-1	5	17	20	17		0 to ±½	+30' to ±30'	½ to ½
CHEVROLET 8 (283 cu. in.).....	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	348	8.5-1	4	17	20	17½		0 to ±½	+30' to ±30'	½ to ½
CHEVROLET 8 (348 cu. in.).....	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	17	20	21		0 to ±½	+30' to ±30'	½ to ½
CHEVROLET Corvette.....	102	57	59	V8I	3.875x3	48	230@4500	300@3000	253	9.5-1	5	9	16.4	15.5		2 to ±½	0 to ±½	0 to 12
CHEVROLET Corvair.....	108	54	54	6A	3.375x2.6	27.3	80@4400	125@2400	140	9-1	5½	6	11			½ to ±½	½ to ±½	¾ to ¾
CHRYSLER Windsor.....	122	61	59.7	V8I	4.03x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16		C	B	½
CHRYSLER Saratoga.....	126	61	59.7	V8I	4x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16		C	B	½
CHRYSLER New Yorker.....	126	61.2	60	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	21	23	16		C	B	½
CHRYSLER 300-F.....	126	61.2	60	V8I	4.18x3.75	55.9	375@5000	495@2800	413	10.1-1	5	21	23	17		C	B	½
CHRYSLER Imperial Custom, Crown and Le Baron.....	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16		+¾ ± ½	D	½
COMET.....	114	55	54.5	6I	3.5x2.5	29.4	90@4200	138@2000	144.3	8.7-1	3½	15	14	8.7		1½ ± ½	0 to ½ ± ½	½ to ½
CONTINENTAL.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23		0 to -90°	0 to +45°	.12 to .19
DE SOTO Fireflite.....	122	61	59.7	V8I	4.12x3.38	53.5	295@4600	390@2400	361	10-1	5	23	23	16		C	B	½
DE SOTO Adventurer.....	122	61	59.7	V8I	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16		C	B	½
DODGE Dart 6.....	118	61.5	60.1	6I	3.4x4.125	27.74	145@4000	215@2800	225	8.5-1	4	22	20	13		C	B	½
DODGE Dart 8.....	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	22	20	20		C	B	½
DODGE 8.....	122	61.5	60.2	V8I	3.91x3.31	54.3	255@4400*	345@2900*	318	10-1	5	23	20	16		C	B	½
DODGE 3-500.....	122	61.5	60.2	V8I	4.12x3.38	57.8	310@4800	435@2800	361	10-1	5	23	20	20		C	B	½
EDELSEL 6.....	120	61	60	6I	3.62x3.6	31.54	145@4000	205@2000	223	8.4-1	4	20	20	15		0 to +1	+1 to +1½	.625 to .125
EDELSEL 8.....	120	61	60	V8I	3.75x3.39	45*	185@4200*	292@2200*	292†	8.8-1*	4	20	20	19		0 to +1	+1½ to +1½	.625 to .125
FORD Fairlane 6.....	119	61	60	6I	3.62x3.6	31.54	145@4000	205@2000	223	8.4-1	4	20	21	15		-0 to +1	+1½	.625 to .12
FORD Fairlane 8 500.....	119	61	60	V8I	3.75x3.3	45	185@4200	292@2200	292	8.8-1	5	21	21	19		-0 to +1	+1½	.625 to .12
FORD 8 Galaxie and Special Series.....	119	61	60	V8I	4x3.5	51.2	235@4400*	350@2400*	352	8.9-1†	5	21	21	19		-0 to +1	+1½	.625 to .12
FORD Falcon.....	109.5	55	54.5	6I	3.5x2.5	29.4	90@4200	138@2000	144.3	8.7-1	3½	15	14	8.7		1½ to ±½	½ to ±½	½ to ½
FORD Thunderbird Hardtop.....	113	60	57	V8I	4.00x3.50	51.20	300@4600	350@4600	352	9.6-1	5	20	20	19		1½ to 1½	½ to 1½	½ to ½
FORD Thunderbird Convertible.....	113	60	57	V8I	4.30x3.70	59.17	381@2800	490@2800	430	10-1	5	21	20	22.5		1½ to 1½	½ to 1½	½ to ½
LINCOLN.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23		0 to -90°	0 to +45°	.12 to .19
MERCURY Monterey.....	126	60	60	V8I	3.8x3.34	46.21	205@4000	328@2100	312	8.9-1	5	20	20	20		0 to -80°	0 to +45°	.06 to .19
MERCURY Park Lane and Montclair.....	126	60	60	V8I	4.3x3.7	59.17	310@4100	460@2200	382	+10-1	5	20	20	21		0 to -90°	0 to +45°	.06 to .19
OLDSMOBILE Dynamic 88.....	123	61	61	V8I	4x3.698	51	240@4400	375@2400	371	8.75-1	4	19	20	20		0 to -1	-¼ to +¾	0 to ½
OLDSMOBILE Super 88.....	123	61	61	V8I	4.125x3.698	54	315@4600	435@2800	394	9.75-1	4	19	20	20		0 to -1	-¼ to +¾	0 to ½
OLDSMOBILE 98.....	126	61	61	V8I	4.125x3.698	54	315@4600	435@2800	394	9.75-1	4	19	20	20		0 to -1	-¼ to +¾	0 to ½
PLYMOUTH 8 Savoy, Belvedere and Fury.....	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.5-1	4	13	20	14		C	B	½
PLYMOUTH 8 Savoy, Belvedere and Fury.....	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	19	20	20		C	B	½
PLYMOUTH Golden Commando.....	118	60.9	59.6	V8I	4.12x3.38	54.3	305@4800	395@3000	361	10-1	5	22	20	16		C	B	½
PONTIAC Catalina and Ventura.....	122	64	64	V8I	4.06x3.75	52.8	215@3600	390@2070	389	8.6-1	5	16.5	23	21.2		-1½ to ±½	+¼ to ±½	0 to .125
PONTIAC Star Chief and Bonneville.....	124	64	64	V8I	4.06x3.75	52.8	281@4400	407@2800	389	8.6-1	5	16.5	23	21.2		-1½ to ±½	+¼ to ±½	0 to .125
RAMBLER American.....	109	54	62.53	6L	3.125x4.25	23.4	90@3800	150@1600	195.6	8-1	4	20	22	11		C	+¼ 0 Prf.	½ to ½
RAMBLER 8.....	108	57.75	58	6I	3.125x4.25	23.4	127@4200	180@1600	195.6	8.7-1	4	20	22	10		C	+¼ 0 Prf.	½ to ½
RAMBLER Rebel 8.....	108	58.75	58	V8I	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	22	22	20		C	+¼ 0 Prf.	½ to ½
RAMBLER Ambassador.....	117	57.75	59.13	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	22	19		C	+¼ 0 Prf.	½
STUDEBAKER Lark 8.....	108.5	57.37	56.56	6L	3x4	21.6	90@4000	145@3000	169.6	8.3-1	5	18	18	11		-1 to -2½	0 to +1	½ to ½
STUDEBAKER Lark 8.....	108.5	57.37	56.56	V8I	3.56x3.25	40.6	180@4500	195@4500	259.2	8.6-1	5	18	18	17		-1 to -2½	0 to +1	½ to ½
STUDEBAKER Hawk Coupe.....	120.5	57¾	56.56	V8I	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17		-1 to -2½	0 to +1	½ to ½
VALIANT.....	106.5	56	55.5	6I	3.4x3.125	27.74	101@4400	155@2100	170	8.6-1	4	13	13	13		C	B	½

ABBREVIATIONS

4—4-barrel.
A—Horizontally opposed.
*—Also 4x3.5.
B—Left +½, right +½.
†—Also 51.2.
C—Power Steering +¼ ± ½.
Manual —¼ ± ½

D—Left +½, right +½.
E—+½ ± ½ (left); ¾ preferred.
+½ ± ½ (right); ¾ preferred.
F—½ to ½; ¾ preferred.
G—Powerglide 21 pints.
Turbo—Turbo 19 pints.
4—Also 300@4600.
†—Also 381@2800.

†—Also 352.
s—Also 9.8-1
a—Also 300@4600.
—Also 331@2800.
I—Valve-in-head.
†—Also 9.8-1.
L—L-head.

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says **GUY MOOTHART**, Imperial-Chrysler-Plymouth dealer, Compton, Cal.

"Our dealership has used the COMMERCIAL CREDIT PLAN for all of its 24 years and one thing stands out. They really *service* an account for us. COMMERCIAL CREDIT's collection service does an efficient job and yet they take most everything we write up. On top of this, they do the most complete follow-up job I've seen on alerting us to customers who are about to pay off. And we receive contract repair business through them almost daily. In return, we push the COMMERCIAL CREDIT PLAN through double closings and salesman bonuses for house plan deals."

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1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP							Bat.	FUEL SYSTEM		VALVES			
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif. (Degrees)		Spark Advance Max. Vac. (Degrees)	Cap. & Ter. Grit.	Carb. Mfr.	Fuel Pressure (lbs.)	Tapet Clearance Intake (.8)	Tapet Clearance Exhaust (.8)
BUICK Le Sabre	12.5-17.5	30	19-23	5bte	VD	30-35	26@3750	21@14"	70N	Ca-St	5 1/2-6 1/2	Au	Au	25bte
BUICK Invicta and Electra	12.5-17.5	30	19-23	12bte	VD	30-35	22@3800	17 5/8@16"	70N	RP-Ca	5 1/2-6 1/2	Au	Au	33
CADILLAC (All Models)	16	25-32	19-23	5bte	VD	35	16@2000	22@16"	70N	RP-Ca	5 1/2-6 1/2	Au	Au	39bte
CHEVROLET 6	19	28-35	19-23	5bte	FW	33-38	26@3500	22@15 5/8"	53N	RP	3 1/2-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cu. in.)	19	26-33	19-23	4bte	VD	33-38	28@3750	15@15 5/8"	53N	Ca-RP	5 1/2-6 1/2	Au	Au	12 5bte
CHEVROLET 8 (348 cu. in.)	19	26-33	19-33	8bte	VD	33-38	24@4600	15@15 5/8"	61N	Ca-RP	5 1/2-6 1/2	Au	Au	18 5bte
CHEVROLET Corvette	19	26-33	19-23	4bte	VD	33-38	28@3700	15@15 5/8"	53N	Ca	5 1/2-6 1/2	Au	Au	12 5bte
CHEVROLET Corvair	19	33	19-23	4bte	CaP	23-28	32@3600	24 5/8@20"	38N	RP	5 1/2-6 1/2	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca-BB	4-5	Au	Au	15bte
CHRYSLER Saratoga and New Yorker	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER 300-F	14-19	34-40	17-21.5	5bte	VD	35	22@4800	21@14 5/8"	70N	Ca	4-5	Au	Au	20bte
CHRYSLER Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
COMET	24-26	35-38	17-20	C	CaP	32-36	F	28@5.35"	40N	Ho	4-5	16	16	15bte
CONTINENTAL	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
DE SOTO Fireflite	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	RP-Ca	4-5	Au	Au	15bte
DE SOTO Adventurer	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte
DODGE Dart 6	17-23	36-42	17-21.5	2 5bte	VD	35	25@4400	20 5/8@12"	50N	BB-Ca	6-7	10	20	16bte
DODGE Dart 8	14-19	34-40	17-21.5	10bte	VD	35	18@4400	22@15"	60N	Ca	6-7	10	18	17bte
DODGE 8	14-19	34-40	17-21.5	10bte	VD	35	24@4300	22@15"	60N	Ca-Ho	6-7	Au	Au	15bte
DODGE D-500	14-19	34-40	17-21.5	7 5bte	VD	35	22@4800	21@14 5/8"	60N	Ca-Ho	6-7	Au	Au	20bte
EDSEL 6	24-26	35-38	17-20	X	VD	32-36	16@2400	22 5/8@1"	55N	Ho	4-5	19	19	17bte
EDSEL 8	14-16	26-28.5	17-20	Y	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	12bte
FORD Fairlane 6	24-26	35-38	17-20	X	VD	32-36	22@4400	22@19"	55N	Ho	4-5	19	19	17bte
FORD Fairlane 8 500	14-16	26-28.5	17-20	X	VD	32-36	22@4400	22@16"	65N	D	4 1/2-5 1/2	Au	Au	12bte
FORD Galaxie and Special Series	14-16	26-28.5	17-20	X	VD	32-36	22@4400	22@16"	65N	D	4 1/2-5 1/2	Au	Au	22bte
FORD Falcon	24-26	35-38	17-20	C	E	32-36	F	14@5.35"	40N	Ho	4-5	16	16	15bte
FORD Thunderbird Hardtop	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	26bte
FORD Thunderbird Convertible	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
LINCOLN	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey	15	26-28.5	17-20	3bte	VD	34	22@4000	20@20"	55N	Ho	4 1/2-5 1/2	19	19	12bte
MERCURY Park Lane and Montclair	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23 5/8@21"	62N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88	16	23-32	19-23	5bte	VD	30	26@4400	23 5/8@21"	70N	RP	5-6	Au	Au	16bte
OLDSMOBILE 98	16	28-32	19-23	5bte	VD	30	26@4400	23 5/8@21"	70N	RP	5-6	Au	Au	14bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	36-42	17-21.5	2 5bte	CaP	35	25@4400	20 5/8@12"	50N	Ca-BB	6-7	10	20	16bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CaP	35	25@4600	20 5/8@17"	60N	Ca-St	6-7	10	18	17bte
PLYMOUTH Golden Commando	14-19	27-32	17-21.5	10bte	CaP	35	20@4900	29 5/8@17"	60N	Ca-St	6-7	Au	Au	24bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CaP	33-38	20@3600	20@15"	53N	RP	5 1/2-6 1/2	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CaP	33-38	20@2900	20@17"	61N	Ca	5 1/2-6 1/2	Au	Au	30bte
RAMBLER American	20	28-35	17-21	3bte	VD	35	12@2100	11@16 5/8"	40N	Ho-Ca	4 1/2-5 1/2	16	18	10bte
RAMBLER 6	16	28-35	17-21	3bte	VD	35	12@2100	10@16 5/8"	45N	Ho-Ca	4 1/2-5 1/2	16	18	12bte
RAMBLER Rebel 8	17	28-32	17-20	1bte	VD	35	18@1900	10@15"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
RAMBLER Ambassador	17	28-32	17-20	5bte	VD	35	18@2000	12@14"	50N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
STUDEBAKER Lark 6	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3 1/2-5 1/2	18	18	15bte
STUDEBAKER Lark 8	16	28-32	19-23	4bte	VD	33-38	24@2100	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
STUDEBAKER Hawk Coupe	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
VALIANT	17-23	36-42	17-21.5	5bte	CaP	35	27@3850	25@14 5/8"	50N	BB	4-5	10	20	18bte

ABBREVIATIONS

a—35 bte with turbine-type trans.
 Au—Automatic.
 b—Q engine 7.5"bte.
 BB—Bal. and Bal.
 bte—before top center.
 c—26"bte on 352-cu.-in.
 C—2"bte manual, 6"bte automatic.

Ca—Carter.
 CaP—Crankshaft pulley.
 c—4-barrel, 26"bte.
 D—Ford or Holley.
 E—Indicator scale on front cover.
 F—Non-centrifugal.
 FW—Flywheel.

Ho—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 tdc—top dead center.
 VD—Vibration damper.
 X—4"bte manual, 6"bte automatic.
 Y—3"bte manual, 6"bte automatic.



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Compacts to Compact \$?

(Continued from page 36)

ages, sometimes being announced only weeks after the stripped version appeared.

A small-town Dodge-De Soto-Chrysler dealer in Louisiana had a bleak outlook on the effects anticipated from the multiplying lines of compacts. "I believe they will eventually eliminate 50% of the car dealers other than Ford and Chevrolet," said he.

But a small-town Chevrolet dealer of Alabama conversely described the compacts as "not an exciting development in rural areas."

Ralph E. Simmons, Morton Motor Co. (Chevrolet), Morton, Miss., said he expected his Corvair sales to be twice as great a year from now. Compacts will "lower the used-car market, cause shorter profits and more competition," he said.

Elmer A. Adams, Adams Motor Co. (Lark), DeWitt, Ark., viewed the over-all compact picture brightly, terming the developments "good."

As NADA Sees It

The National Automobile Dealers Association's business management committee also took a look at the compacts, used cars and competition. It said:

"Since the announcement of the American compact cars last year, the subject has been a part of the discussion at virtually every seminar held by NADA since that time.

"There is great divergence of opinion among the dealers who have attended these seminars about the effect these compacts have had on standard models and the used car. Some of the dealers express a real concern about the retail market, new and used, in the six-month period ahead. They contend that the compact car has already caused a sharp decline in prices of late-model used cars in their markets and predict even further price declines in the future.

"Other dealers say that the man who is having trouble is blaming it on the compacts when actually there is something more basic at fault—poor management. Somewhere between these opposing points of view is a majority of dealer opinion. Most feel that the compact has caused certain readjustments and introduced new competitive factors which good management anticipated and has met successfully.

"What is ahead?

"Dealers express the feeling that the introduction of more new com-

pacts will mean increased competition. How fierce? There is more talk about the increase in discounts and over-allowances on the present compacts. They know that more new lines will mean even more adjustments. The question is more of degree than of its taking place.

"The better dealer is already making plans in anticipation of these developments. He is definitely paying more attention to detail, i.e., exercising better expense control, keeping a close watch on inventories and the used car market.

"The current compacts, the used-car market and the proposed new compacts all bear close scrutiny to see which way things will go. The better dealer will be able to adjust, but for the dealer who doesn't have his house in order it will be a very rugged period of time."

The oncoming new compacts are Pontiac's Tempest, Oldsmobile's F-85, Buick's Special and Dodge's Lancer.

A Tough Financial Knot

As dealers know, a big knot too difficult to untie is the higher percentage down payment required by finance companies on a late-model car than on a new compact, plus monthly terms not as long as for the new little fellow. Faced with such a picture, a prospect can easily turn toward the new car rather than pursuing his original intention to buy a late-model unit.

As mid-July rolled by, Ford's Falcon was easily in first place in production of the compacts. American Motors did not break down its 288,202 units to show how many were of the strictly compact category, while Falcon had reached 272,481 (compared with 581,856 Fords for the year).

Undoubtedly the Rambler was ranging second to the Falcon, but the exact figure was not available.

In next place was Valiant, with 159,930 (compared with 151,086 Plymouths).

Corvair ranked close by Valiant, with 148,956. Chevrolet remained the bread and butter of its dealers, though, as its production had attained 996,957.

Studebaker-Packard's total, which was largely Larks, was listed at 67,243.

Sales of automobiles this year unquestionably will top all years but 1955's record of 7,000,000-plus.

One big question about which no one is talking is this: As you study the effects of the compacts, can you anticipate that the trend toward fewer, but larger dealerships will

continue? Will the volume dealer come more and more into prominence?

NADA's own executive vice president, James C. Moore, pointed out three months ago that the trend to fewer dealerships has been gathering momentum since World War II. NADA's research has led it to believe there will be 3,000 fewer franchise holders five years from now.

"By 1965 we estimate there will be 32,800 dealers selling an average of 213 units per year," Moore said. This would be a drop-off of around

10,000 since a little over a decade ago. Sales per dealer at 213 units a year would be far above the average ten years ago.

Keep Hoods Down

(Continued from page 57)

Now turn the striker inward, using a screwdriver. The number of turns will be determined by the amount the hood will have to be brought down, also lower hood bumpers.

Lower the hood and check fit. If

the correct adjustment has been obtained, hold screwdriver in slot in striker, then tighten locknut. Do not adjust the striker too short, as difficulty will be experienced when closing the hood.

Hood side contour does not follow fender:

When the side contour of the hood does not follow the curve of the fender, the hood should be reshaped.

To correct this condition, adjust as follows:

Insert a small block of wood (about 1" square) between fender flange and hood, just opposite the low spot on the hood.

Now, close the hood slowly. With the hands placed just ahead of the block, gently apply pressure to the hood.

Repeat this operation about every six inches until the contour of the fender and hood conform evenly.

Fender below level of hood:

If the hood has been properly adjusted and one fender is still below the level of the hood at the front, the fender should be raised.

To correct this condition, adjust as follows:

Raise the hood, then loosen the bolts that hold the fender to the radiator support.

Wrap a cloth around lifting hook of service jack and install under front lower corner of the fender.

Raise the jack until the front wheel can be turned by hand. Leave the jack in place and tighten the fender bolts securely.

Lower the jack, close the hood and check the fit.

Adjust hood bumpers as required.

clean up with GUNK® and these "Turn-Over Twins!"



Stock GP-2A with handy "Squirt-Spout" ... ideal for heavy-duty automotive and household cleaning.

Stock EB-1 in new easy-to-use Aerosol can ... ideal for safe, fast engine degreasing.



Every car or truck you service deserves the fast, thorough degreasing action of *genuine* GUNK! No other solvent is more effective, better known, or safer to handle. GUNK is so easy to use, too—just spray or squirt on, and "quick-as-a-wink" grease and grime is emulsified into a soapy solution that easily rinses completely away, leaves no film, and won't clog drains. GUNK is also ideal for keeping concrete floors, wash racks, and other service areas that become covered with grease clean and bright. Ask your GUNK jobber for details on how you're money and time ahead with GUNK, or write us for the complete story.

® Reg. trademark

GUNK CHICAGO CO., River Forest, Illinois
serving the Midwest and Southwest

RADIATOR SPECIALTY CO., Charlotte, No. Carolina
serving the East, Southeast and far West

APRA Will Spotlight Employee Relations

A mock trial concerning an unemployment compensation claim will be a highlight of the Automotive Parts Rebuilders Association's trade show and convention planned for Oct. 10-12 at the Conrad Hilton Hotel in Chicago.

A program which will emphasize all facets of employee and labor relations, including the mock trial, has been arranged to show rebuilders how to counteract improper claims and reduce costs in this field.

The number exhibiting at the trade show reportedly already exceeds the all-time high established at New Orleans last year. Arrangements have been completed to provide ample assistance with registrations so there will be no lines this year, according to Executive Director Nathan M. Roberts.

What
Do
You
Mean
More
Profits?



More profits for you, Mister, by selling National Silver-Cobalt, Sealed Charged batteries. Your National distributor has a deal that can put more money in your pocket on every Silver-Cobalt battery sold. Patented Silver-Cobalt construction gives top performance too - 300% greater resistance to over-charge, the number one battery killer, and longer sealed-in shelf life. Ask your National distributor about the National profit story. Making money for you is our business.

GOULD-NATIONAL Batteries, Inc.

ST. PAUL 1, MINNESOTA

FILLED AT THE FACTORY • SEALED CHARGED AT THE FACTORY • FACTORY FRESH PERFORMANCE

ONLY MONROE GIVES YOU A CAMPAIGN AS BIG AS THIS!

TO HELP YOU SELL MONRO-MATIC®



MONRO-MATIC
SHOCK ABSORBERS

Never before have ride control products been advertised with a campaign as sweeping as the one for Monro-Matic shock absorbers and Load-Levelers. And never before have two comparable products been so enthusiastically received by

MONRO-MATIC® SHOCK ABSORBERS stabilize a car, keep wheels from bouncing off the road, prevent hard steering and extra tire wear . . . give an extra measure of safety. The 60-day Free Ride Plan guarantees customer satisfaction.

MONROE AUTO EQUIPMENT COMPANY,
In Canada, Monroe-Acme Ltd., Toronto, Canada

WORLD'S LARGEST MAKER OF

• **BILL STERN**, dean of American sportscasters, is your No. 1 Monroe salesman as he broadcasts his "Monroe Sportsreel" each morning, Monday through Friday, over more than 300 stations of the Mutual radio network.



- Big full-page ads promote Monro-Matic shocks and Load-Levelers to millions of car owners, month after month, in LIFE, THE SATURDAY EVENING POST, POPULAR MECHANICS, SPORTS AFIELD.
- There's a landslide of Monroe promotional material available for you—newspaper mats, radio and TV spots prepared by Bill Stern, 24-sheet posters, display stands, window streamers, handout folders—to help you tie in directly with this all-out campaign!

SHOCKS and LOAD-LEVELERS®!

both the trade and car owners. If you're not already tied in with this greatest of all Monroe promotions, check today with your jobber for details on the big profit-making deals waiting for you!

LOAD-LEVELERS®—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions—prevent bumping on driveways, swaying on curves and "bottoming." Hottest item in the trade!

Monroe, Michigan
In Mexico, MEX-PAR, Box 21863, Mexico City

RIDE CONTROL PRODUCTS



Sources of Jobbers' Volume

(Continued from page 47)

exclusively to jobbers. One replied he sold "100% to wagon jobbers."

Retreaders were the only outlet for one firm and another said that "farms" represented 50% of its sales.

Looking at the 20% columns, you observe that in that category:

Service stations provided 30% of the sales, dealers 23%, garages 22%, fleets 15% and "others" 10%.

Taking the 30% column, you observe these percentages have be-

come: garages 40%, dealers 26%, service stations 23%, fleets 6½% and "others" 4½%. (Figures used in this article don't seek to be exact in fractions.)

Analyzing the 40%-of-sales bracket, you come up with garages accounting for 41%, dealers 28%, service stations 20%, fleets 5% and "others" 4%, which comes to only 98% due to some not filling in this part of the questionnaire.

In analyzing the returns, it is necessary to remember that one firm could list—and often did, for exam-

ple, both garages and service stations as accounting for 20% of its volume.

Reports cropped up in the returns where jobbers listed varying percentages of sales in the form of redistribution—wholesalers acting as sources of supply for other wholesalers and receiving compensation from factories for rendering this service.

350 U-C a Month

(Continued from page 46)

volume from one outfit, we feel we get better prices. Distribution of cleaning supplies is controlled from one source. Supplies, rags, etc., are issued as needed to mechanics and cleanup personnel by the reconditioning manager.

We do as much body work as possible in our own shop. If we are loaded up with C.O.D. work, we do not let a car sit around. In order to speed up turnover and get a used car on the lot the same day, we sublet body work. Whatever extra costs may be involved are offset by the advantages of getting a car on the used lot that day rather than four days later.

Though we are primarily a retail operation, we keep a good wholesale trade, with a great many wholesale buyers coming in steadily. The more buyers—wholesale as well as retail—that you have, the faster your turnover.

We guarantee our reconditioned used cars for 30 days or 1,000 miles.

An efficiently handled trade is profit-yielding. A recent gratifying example of good management was a '58 Chevrolet Impala coupe in which we had a \$1,500 investment and \$50 in reconditioning. It brought \$1,895.

In conclusion, I would say that everything that should be done in a successful used-car operation depends solely on having qualified manpower with the necessary experience and knowhow. Competent manpower with the right attitude, and cognizant of a dealer's objectives, insures a profitable and sound operation.

U. S. Axle Adds Division

The U. S. Axle Co., Inc., Pottstown, Pa., has acquired the axle division of Republic Gear Co. The transaction involved the transfer of Republic's axle shaft inventories, storage and distribution facilities in five major cities, including Dallas and Kansas City. For the past three years, U. S. Axle has been manufacturing axle shafts for Republic.



One way or
another, each of
these significant advances
in
automotive servicing equipment
was either
pioneered or perfected
by

GRACO

*"There is hardly anything in the world
that some man cannot
make a little worse
and sell a little cheaper
and the people who consider price only
are this man's lawful prey."*

RUSKIN

GRAY COMPANY, INC. 870 Graco Square • Minneapolis 13, Minnesota

Factory Branches: New York • Philadelphia • Detroit • Chicago • Atlanta
Houston • San Francisco. Sales Offices: Washington • Toronto



THE ARVIN SHIELD . . .
The symbol of total protection and
unquestioned quality for every
muffler in the entire Arvin line.

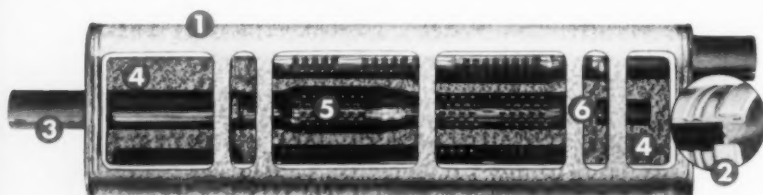
**arm yourself
for big sales...**

...ARM YOURSELF FOR BIG SALES

capture more muffler business!

Arm yourself with this powerful selling force from America's fastest-moving line—put into action right now to help you make more profits.

The Strongest Benefit of All! The Arvin symbol of *total* muffler protection and quality is also a powerful selling symbol standing for thorough, all-out protection for every part in every Arvin muffler. Rust and corrosion is effectively combated by a thick shielding of zinc or aluminum bonded to every part of the Arvin muffler, including even supports or reversing baffles! You are assured of more muffler business through complete customer satisfaction because of Arvin's philosophy of no compromise with quality anywhere in the Arvin muffler line.



A Better Muffler by Far! ARMOR SHIELDED—Both inner and outer shells of *all* Arvin Mufflers (1) Aluminized or Zinc-coated for longer life!

Arvin, the oldest, largest, most experienced muffler manufacturer with a production record exceeding 115,000,000 mufflers was first with the "reverse flow" muffler and first with the "laminated" muffler shell. Arvin is also first to offer a positive seal through the development of (2) a double crimped lock-seamed head, shell and outer wrap, plus (3) full 360 degree seam-welded front and rear nipples.

By providing end chambers (4), Arvin is able to precision tune each muffler and completely eliminate both low and intermediate frequencies. Louvered (instead of slotted) tube perforations (5) efficiently prevent muffler whistling, and have the added advantage of being non-clogging. And, to assure extra muffler strength, Arvin uses cantilever type nipple supports (6).

These features, developed by Arvin's 40-man staff of exhaust system engineers (largest in the industry), give you powerful selling points and Arvin muffler quality stays out in front because of continuous Arvin research and product development!

Service That Means Instant Availability! Eight automotive plants, plus the fastest-growing distributor network, assure you immediate handling of all your exhaust system needs. Large, specially trained crews help your Jobber change over swiftly, efficiently, accurately so your Jobber in turn can assure you of immediate service and delivery. You'll like the way Arvin gives you the kind of service you have a right to expect from the leader!



New! The Industry's Two Most Attractive Curb Signs!

Real traffic stoppers . . . and colorful business-getters! A three-sided sign for excellent visibility from any angle, with a revolving top that spins briskly in the wind. A two-sided swinging sign to attract attention to your invitation to "drive in for a fast muffler installation." Black, yellow, red and white in heavy gauge steel. Your Arvin Jobber offers a share-the-cost plan to bring the price of these signs way down for you.

"You people have given us more cooperation in a few weeks than we received from our former supplier in years . . ."



"Your field men work with us or our jobbers during the day, and do inventory changeover work at night. Our jobbers tell us they never had that kind of help before. I know we never had. Our organization is more enthused over this line than any we have ever taken on."

Eddie Lopez, President
Jobber's Warehouse Service, Inc.
Arvin Warehouse Distributor in
Tampa, Florida



FREE GIFTS FOR MECHANICS

Free Gift Certificates, entitling Mechanics to famous Arvin consumer products, are included in every bulk muffler shipment. Look for them in the muffler cartons as you install Arvin mufflers!

GET ON THE SELLING SIDE . . . CONTACT YOUR ARVIN JOBBER FOR THE PROFIT STORY THAT MAKES BUSINESS SENSE AND THE KIND OF SERVICE YOU WANT!



Automotive Division
ARVIN INDUSTRIES, INC.
Columbus, Indiana



sell the big-hearted heating
of factory installed models
...at half the price!

Arvin car heaters



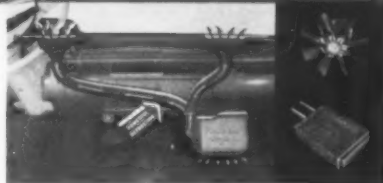
\$39.95

list price. Finished in neutral gray.

Now...A Really Compact Heater! Fits Most Cars—6 and 12-volts

Only Arvin gives you these exclusive features: over-size copper radiator core with 1600 sq. inches of radiation surface, straight-through air flow, unique core design for steady heat flow, positive 3-direction heat control, infinite fan speed adjustment, convenient defroster outlet on left side permitting flush right mounting, and extremely compact design. Heater is only 7 inches square! Output is 12,000 BTU per hr. Heater air capacity 130 CFM, defroster air capacity 40 CFM. 6", 4-blade aluminum fan. A tremendous sales getter!

Super size 8-blade, 7" fan distributes volumes of warm air... 160 CFM heater air capacity and powerful 45 CFM defroster air capacity. "Heart" of this husky heater is the copper honeycomb core measuring 7 3/4" x 6" x 2 1/4". Defroster kits available at moderate extra charge.



Arvin car heaters, famous for quality since 1921, give you real sales power at these down-to-earth prices! The husky deluxe heater above provides a big 15,000 BTU output from a 2800 sq. in. copper cored radiation surface. A complete change of water is provided every 2 seconds at normal driving speeds. Finished in attractive neutral Hammered Gray, overall heater size is a compact 9" x 9" x 10" deep. Fits 3 out of every 4 cars, including 1960 and older Fords, Mercurys, Falcons, Comets, Chevrolets, DeSotos, Dodges, Plymouths, Valiants, Studebakers, Hawks and Larks, including older Pontiacs. Also fits 1960 and older Ford, Chevrolet, Dodge and International Trucks as well as older GMC Trucks.

Order Arvin heaters... to capitalize on the rich profit potential offered by cost-conscious fleet owners. For complete information on prices, discounts, and shipping weights contact your Arvin Distributor or write directly to Arvin Industries, Inc., After Market Division Sales Department, Columbus, Indiana.



First In Car Heaters Since 1921

ARVIN INDUSTRIES, INC., COLUMBUS, INDIANA

Readers are invited to contribute to—

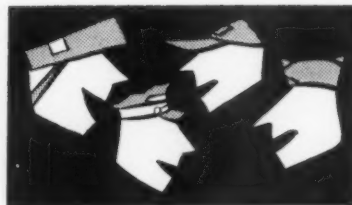
SHOP TALK

Georgia Dealers' President Looks Ahead

When taking over the presidency of the Georgia Automobile Dealers Association a short time ago, Darrell Johnson (see photo on page 37) did some inward soul-searching and outward viewing of the problems of

franchised dealers. Here's what the Chevrolet-Cadillac dealer of Thomson wrote his fellow members:

It is a pleasant, homey job when one sits in a quiet place and starts the writing of a letter. The letter



A column of informal comments about the automotive trade and its problems.



Thor
Everything you want
in Air Hammers...
and more!

Thor's new all-purpose air SpeedGun will put you into the lucrative muffler replacement business and pay for itself in the bargain. There's no faster way to remove mufflers, shear stubborn bolts or scrape off undercoating. Saves you time, makes more money for you. Kit contains heavy duty Thor SpeedGun, seven popular chisels, punches and blanks. See your Thor automotive jobber. Thor Power Tool Co., Aurora, Ill. Branches in all principal cities.

THOR SpeedGun
\$79⁵⁰
(KIT EXTRA)



expresses thoughts, wishes and plans to be shared with others. You, the others, are fine, understanding people.

We have mutual problems, worries and the challenge, in common, to provide people with good transportation. People will exchange their goods of money and property for this benefit of movement. Our own people will work more unselfishly to help us furnish this need when the banner of leadership by dealers, as individuals, emphasizes the togetherness of cooperation. The dealer, in the center, must unite, as best he can, all the people, the employees and the customers. We must work for and on the essentials, because this right direction will bring a worthy and successful result.

The days ahead are to be considered with more than the usual gravity. Decisions must be made in the questionable area of "I don't know." Men will make these decisions on the international, national, state and local levels. We are little people down on the local level, but there are many of us. What is thought, in unison, on this level will greatly influence the level above.

The automobile dealers of Georgia represent the little corners and the big spaces. They are the last independent group of retail merchants who share a common problem of transportation and are not shackled

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

Filko GOES ALL THE WAY!

NOW FOR ALL 3 SYSTEMS CHRYSLER • GM and FORD FAMILIES

UNITIZED NYLON ARM

EXCLUSIVE FILKO "TEMPERED NYLON" PROCESS
...gives the entire nylon unit extra service for longer lasting high-speed performance!

FOR ALL THREE!

ANNOUNCED IN THIS AD... STILL NO ONE ELSE HAS IT

PRACTICALLY INDESTRUCTIBLE
...Nylon Rubbing Block is unitized with bearing in arm, thus insuring perfect balance of the arm.

PRECISION BEARING ACTION
...nothing like this new Unitized Nylon Bearing for long life
...it's practically friction-free!

Pre-Set
...a Filko First: These patented factory pre-assembled and pre-adjusted contact sets are now available with all the additional advantages of the Filko Unitized Nylon Arm. Combined, these two advancements spell "greater customer satisfaction than ever before!"

Filko FIRST WITH COMPLETE LINE!

Now in 1960... for ALL COMPACT CARS, TOO!

Bearing—Rubbing Block—Arm—all three are now combined into *one* Unitized Nylon Unit. Here is streamlined, light weight construction that *insures* perfect *precision-set* point alignment for the entire life of the unit!

Again, Filko Completeness lifts the profit limits on this latest ignition achievement... with the

first complete line of Unitized Nylon Arm Contact Sets—in both "Pre-Set" factory pre-assembled and conventional types—for practically *every* make and model vehicle. Here, again, is another reason why every "Crown Jewel of Ignition" is more than a replacement part... it's a true improvement in ignition!

... another reason why the entire industry is following Filko!

Filko *Crown Jewel of Ignition*
F. & B. MFG. CO., 4243 N. Chicago Ave., Chicago 51, Ill.
20 Public Warehouse facilities serving all leading trade areas.

G603-60

in their actions. The grocer, the clothing merchant, the hardware supplier and other retail merchants face big chain competition. This happened because these merchants, of necessity maybe, stayed within their four walls and waited on those who stopped by or dropped in to look. They became "sitting ducks" to the extent that four walls imposed the shackles of *status quo*.

This weight of confinement has not engulfed the automobile dealer because he went out of his store and he hunted the customer. In this he

was fortunate, because his article was priced in an amount that allowed this method of selling. It can be possible in the future, however, that if enough dealers and their salesmen stay within four walls and wait for those who come in from newspaper, radio and television ads that the way will be pointed for chain management to take over dealership operations. The strong appeal of mass selling is price. The independent dealers must go outside and sell good transportation—not stay in and sell price.

There are many paths leading to cooperation among dealers. There can, and maybe should, be an inclusion of all service personnel in the associated effort: the same story of a good product for a good purpose to be told by all automobile salesmen in Georgia and the management group of accountants and managers to cooperate on some basic operational guides for profitable operation. A plan for cooperative efforts on accounts receivable, an increase in effort to afford even greater savings on insurance and sectional meetings to provide discussion groups on dealer problems are necessary of consideration and study.

Please give of your time and mental effort on our common problems. Send in to the association office your ideas and plans. Our office staff is intensely interested in doing a good job for us and of being used to further our business progress. The challenge to serve is ours. The success of our efforts will be known as cooperation. A Chinese proverb applies to our business. It is, "Flowers always leave part of their fragrance in the hands that give them."

HOW MUCH WATER?

Savannah, Ga.

Gentlemen:

We received a complaint from one of our customers regarding water in automatic transmission fluid, which he claimed was sufficient to ruin a rebuilt transmission. We sent a can of fluid to the local laboratory for analysis and found that it contained .050% water.

Do you have any specifications regarding the allowable water content of transmission fluid, and, if so, would you please let us have this information as early as possible?

ALTON MERRITT,
Merritt Auto Supply Co.

Several engineers connected with major petroleum companies have advised that the moisture content of automatic transmission fluid should be negligible—less than 1/2 of 1%.

TIRE-TRUING

Americus, Ga.

Gentlemen:

We have studied with interest your excellent article in the April (Continued on page 77)

Dealers! NEW for 1960!

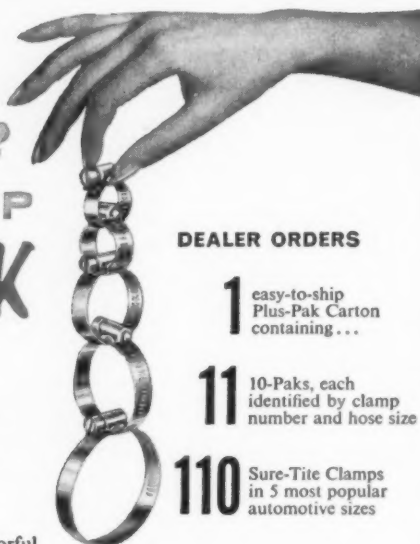
THE WITTEK *Sure-Tite* HOSE CLAMP **PLUS-PAK DEAL**

**YOU BUY 100
YOU GET 110!**

- Your choice of collared or deep-slotted screw
- Convenient carton with 11 colorful 10-Paks (10 FREE CLAMPS!)
- Prompt service that builds sales
- The sales pull of a long established, highly regarded name

*The accepted standard of the industry
for leakproof hose connections*

***Sure-Tite* PLUS-PAK**



DEALER ORDERS

1 easy-to-ship
Plus-Pak Carton
containing...

11 10-Paks, each
identified by clamp
number and hose size

110 Sure-Tite Clamps
in 5 most popular
automotive sizes



10 PAKS

WITTEK MANUFACTURING CO., 4305 W. 24th Place, Chicago 23, Illinois

Southern Representatives

Battle and Davis Sales Co.

914 Texas Bank Building
Dallas, Texas
Telephone: Rlverside 8-2965

Rudy Copeland

P. O. Box 2140
Ft. Worth, Texas
Telephone: EDison 5-1258

Hirsig-Brantley Co.

American National Bank Bldg.
Jacksonville 7, Florida
Telephone: FLanders 9-6657

9485A

SWEETEST JAM YOU EVER SAW



WILL BE THE TRAFFIC CREATED BY THE BIG NEW DELCO BATTERY CONSUMER CONTEST!

It happens in September and October . . . be sure you're ready for it now! It's the huge Delco Battery Hollywood TV Contest, backed by the biggest advertising and promotional budget ever put behind a two-month special battery promotion.

Fabulous prizes for consumers will build traffic for you . . . because every contestant must have his battery checked to enter. And remember, it's a proven fact that for every ten batteries checked, there's a battery sold.

Get set now; ask your Delco Battery supplier about Contest Entry Blanks and the colorful Window Poster that ties you directly to this big new national promotion . . . and be sure you're well stocked with Delco Dry Charge Batteries to reap the top profit from it!

FACTS ABOUT DELCO BATTERY HOLLYWOOD TV CONTEST

★★★CONSUMER PRIZES★★★

2 GRAND PRIZES
Expense-paid trip for two to Hollywood; winners appear on one of Delco's two new TV shows; 7 days for two in Hollywood luxury hotel; night on the town with TV stars—PLUS \$2,000.00 CASH!

110 ADDITIONAL CASH PRIZES

5 second prize winners

\$1,000.00 cash each!

5 third prize winners

\$500.00 cash each!

100 fourth prize winners
\$100.00 cash each!

DEALER PRIZES

Battery dealers who validate entries (after battery check) of the two Grand Prize winners each receive \$2,000.00 in cash.

★★★★★★★★★★★★★★★★

easy to enter

Contestant completes jingle on entry blank, which you validate after you check his battery. This battery check opens way to sale of new battery, other TBA and service items, builds profitable extra traffic for you!

HEAVY PROMOTION

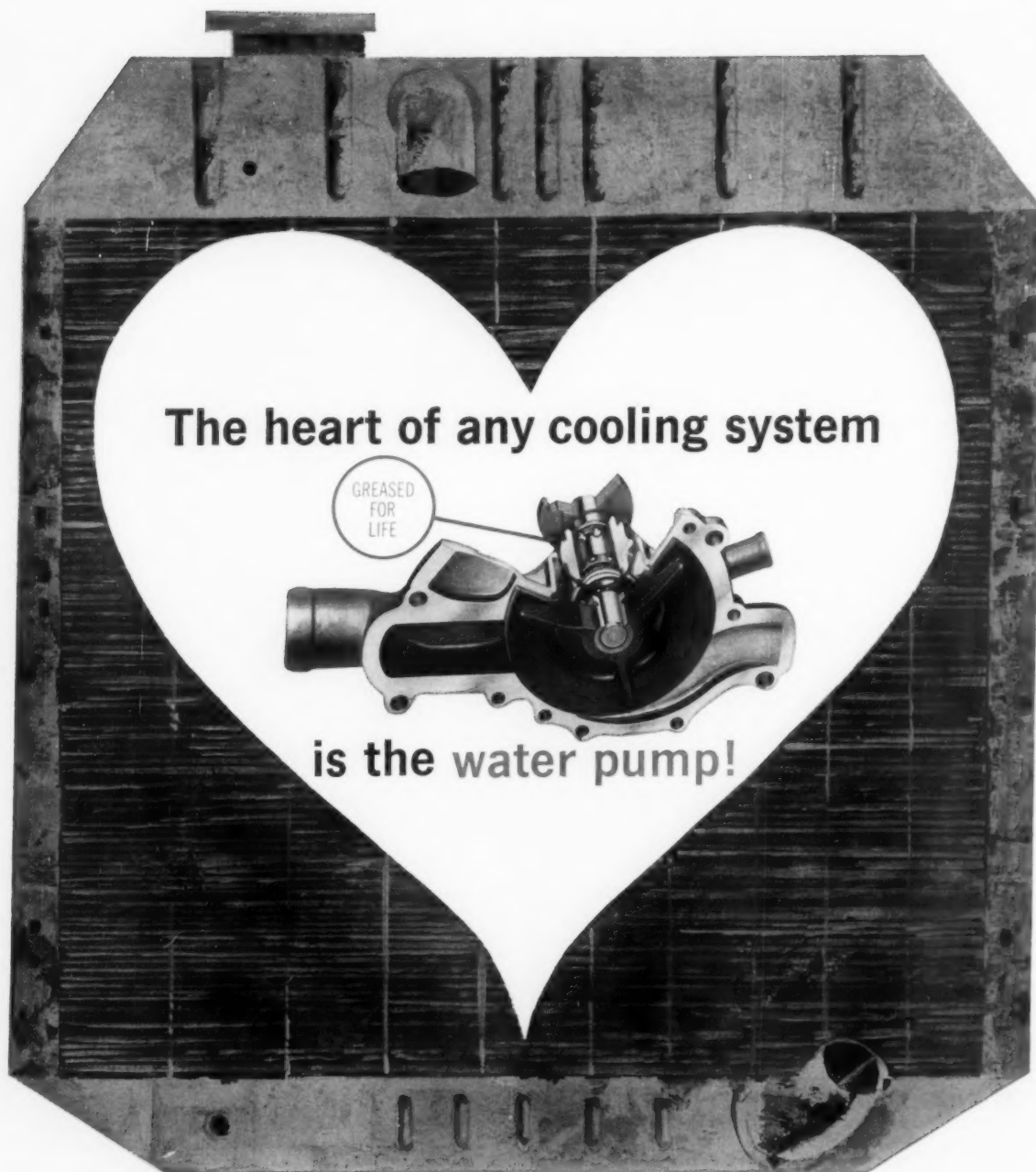
Contest advertised in LIFE, LOOK, THE SATURDAY EVENING POST, MECHANIX ILLUSTRATED, POPULAR MECHANICS, POPULAR SCIENCE, EBONY. Will reach 36,600,000 readers during September. Will be viewed in October by 62,000,000 on national TV. Local outdoor posters and local television across the country, local tie-in material for you!



★★★★★★★★★★★★★★★★

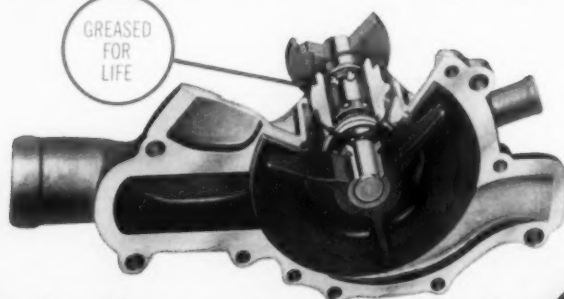
DELCO BATTERIES ARE ANOTHER RELIABLE GENERAL MOTORS PRODUCT . . .
MANUFACTURED BY DELCO-REMY DIVISION, DISTRIBUTED NATIONALLY THROUGH





The heart of any cooling system

GREASED
FOR
LIFE



is the water pump!

Did you know that today some passenger car water pumps run as fast as 4,000 RPMs, and pump up to 50 gallons of water (and sometimes rust, grit, etc.) per minute? During the normal life of a car, this pump may handle millions of gallons of coolant. To do this, a pump must be efficient. Be sure the pumps you sell and install are built to do this mammoth job. Install Toledo Steel "greased for life" water pumps that will outlive all others.

TOLEDO STEEL PRODUCTS

Division of Thompson Ramo Wooldridge Inc.

6402 CEDAR AVENUE • CLEVELAND 3, OHIO

WORLD'S FINEST PARTS . . . WORLD'S FINEST SERVICE



WHY TOLEDO STEEL PUMPS OUTLIVE ALL OTHERS

- Better design and manufacturing.
- Finest materials and components.
- "Greased for life" bearing and shaft assembly.
- Every pump is factory tested.

Shop Talk

(Continued from page 74)

issue on "Servicing Front Wheels and Tires."

We could not help but notice the lack of reference to out-of-round tires and the remedies now available for correcting them. Since we manufacture a very excellent machine for this purpose, we were somewhat disappointed in the omission, particularly in that we are finding a growing demand for this service in the tire and front-end fields.

Your readers are advised that the correct geometrical alignment of the front-end, plus dynamically balanced wheels, encompasses the ultimate in correction. We hold to the fact that most tires become out-of-round and that no amount of balancing will eliminate the destructive vibration resulting from this condition. Tire-truing, therefore, becomes the final corrective answer in this respect. Furthermore, since the low spots wear down faster than the high ones, tire-truing eliminates this cumulative effect and so actually increases tire mileage.

For the purpose of functional research, we would be very happy to place one of our machines at your disposal at a shop convenient to you, and are anxious to provide any technical or operational experience within our knowledge.

CHAS. E. KOHLHASE,
Director of Sales,
Amermac, Inc.

TECHNICAL EDITOR TAKES IT

What does an automotive technical editor do when something goes wrong with his automobile? He fixes it, that's what! And he's luckier than most people, at that, since not only does he have the knowhow, he also has the tools.

E. S. Harris of Albuquerque, N. M., has had some such fixing to do, because, in his own words, "some clowns at a party thought to 'discombuberate' me, and did so by pulling the wires loose on the engine of my new Buick Electra.

"I spent the morning in our shop ironing out the trouble, as they had ruined four cables by jerking them loose—something they simply can't take. I had to test them individually with an ohmmeter to locate the damaged cables which caused the car to sneeze on each take-off. Of course, the dopes didn't realize how sensitive these cables on this car are."

Presenting: Miss Blue Ribbon



PRESERVING
NATURAL BEAUTY
SINCE 1900



Prepares finishes for cleaning, polishing, painting. Dissolves tar, wax, asphalt. Won't harm new acrylic finishes. Designed specially for auto body finishers and painters.



Ideal for painters—refinishers—auto dealers who want top quality—low price—increased production—more profit. Six different grades—machine or hand rubbing compounds.



Most natural rubber-like dressing on market today at any price. Widely used by car-tire dealers—retreaders—paint shops—wash racks—service stations.



Cleans brighter—lasts longer—contains finest waxes and chemical agents \$ can buy. Cleans, then polishes—leaves invisible coat of protection.

Yes, MISS BLUE RIBBON may be new, but BLUE RIBBON products have been pleasing customers since 1900. Throughout the nation and over the world, leading finishers, painters, new and used car dealers attest to the beauty-saving utility of BLUE RIBBON products. Check these four products. You'll see they fit your pattern of finer service for your customers at lower cost. Free Samples available.

Distributorships for BLUE RIBBON products are available now in certain areas. See below for address to mail.

INTERNATIONAL METAL POLISH CO., INC.
INDIANAPOLIS 7, INDIANA OVER 50 YEARS EXPERIENCE

DU PONT **Telar** the first NEVER DRAIN
(TRADEMARK)

Exclusive Color  Check
lets you assure customers

NEW DU PONT **Telar** NEVER NEEDS DRAINING

unless serious cooling system
failure turns it from red to yellow!



"Never Drain" plus "Color Check" gives you the most powerful selling combination in cooling system history!

No motorist wants to see his anti-freeze and his money go down the drain. And with Du Pont's patented Color Check, you can give your customers visible assurance that Du Pont "Telar" never has to be drained from a properly operating cooling system! "Telar" is the first and only anti-freeze and summer coolant that can be safely left in year after year!

RUST-PROOFS ALL METALS WITH CHEMICAL ARMOR

"Telar" has an all-new rust inhibitor that completely rust-proofs all cooling system metals, including aluminum, with a chemical armor. But if some serious mechanical cooling system failure ever should cause acids to contaminate the solution of "Telar", Color Check tells you so by changing the solution's

color from red to yellow. Your customer is warned in time to have the solution drained and discarded and the cooling system repaired before costly damage results. In Du Pont's five years of car tests "Telar" rarely turned yellow.

THE ULTIMATE IN PROTECTION AND SALES POTENTIAL

Furthermore, "Telar" gives year-round protection never before offered! In addition to preventing freezing in winter, "Telar" is also a summer coolant.

Great consumer demand for "Telar" will be created by a record advertising expenditure in all areas—all backed by the power of the Du Pont name! And because of the importance of proper pre-installation service, "Telar" will be sold only through servicing dealers. Best of all, every sale of "Telar" builds profitable repeat business. Because, to continue to get the benefit of Color Check, only "Telar" can be added to "Telar".



Be sure to get this unusual demonstration kit from your distributor. It lets you show your customers how Color Check works.



This unique tag shows your customer his cooling system is protected with the ultimate anti-freeze and summer coolant—Du Pont "Telar."

YOU MAKE \$1.65 ON EVERY GALLON —and only servicing dealers sell it!

anti-freeze and summer coolant

Made by the makers of ZEREX[®] and ZERONE[®]



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Lifting Equipment for Every Service Need

For Faster, Easier Service Lifting . . .

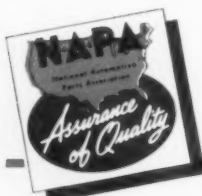
FLEET

Hydraulic and Air-powered ONE-END LIFTS



* Big 10" semi-pneumatic tires standard at no extra cost!

The handiest service jacks made. Take your choice of manual-hydraulic operation or air powered from your shop line for fast, safe, easy one-end lifts. Lifts all cars at points recommended by manufacturers. 1½ tons capacity. High lift attachments for both models.



EDGEWATER AUTOMOTIVE DIVISION

SAINT JOSEPH, MICHIGAN

Here's Slow Death On a Fast Wheel

THIS photograph represents an excellent example of what not to do when cleaning spark plugs.

According to Champion Spark Plug Co. engineers, wire-brushing spark plug firing ends will simply load the firing bore with electrically conductive metal particles from the



brush which will encourage misfiring when the plugs are reinstalled.

In addition, wire-brushing will probably wear away the electrodes and may actually distort the threads in the shell which may result in damaged cylinder head ports.

Cleaning plugs is recommended at 5,000-mile intervals, or oftener under low-speed driving conditions. If plugs are greasy or oily when removed, wash them with a petroleum solvent and dry thoroughly. Hard deposits can best be removed with abrasive in a bench cleaner—not a wire brush.

Republic Gear Enters Power Steering Field

FOR the first time, Republic Gear Co. will market a complete line of power steering service parts, kits, catalogs and instructions, according to M. W. Thimmel, general sales manager.

Included will be 97 different factory duplicate kits, 24 master overhaul and rebuilding kits and complete pressure hose and return hose assemblies, Thimmel said, plus a universal return hose kit designed to reduce the number of return lines carried in jobber or dealer stocks. In addition, the company will offer service manuals, instruction sheets and a 60-page catalog.

Better products, *faster*, from your Bower bearing jobber:



Guard customer safety...change worn bearings to Bower Spher-O-Honed Roller Bearings



Bower Bearings, both tapered and straight, available from leading jobbers everywhere!

In most every instance motorists rely upon the service specialist to protect their vehicles and guard against hazardous breakdowns. When old bearings show signs of wear or pitting, make it a rule to replace with the finest—Bower tapered roller bearings.

Bower Spher-O-Honed process is a special honing operation that super-finishes the ground surfaces of raceways. This reduced friction naturally results in less resistance to the rollers . . . less wear and longer dependable life under all over-the-road conditions. Precision-engineered Bower bearings save you time and labor in the shop, too. And you sell safety when you sell Bower.

Your Bower jobber can give you fast delivery on the complete line. Call him.

BOWER ROLLER BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



Dear Bill,

Don't worry me, man. I've been worried enough this week by do-it-yourself experts who louse their car up by some means or another and then want us to bail them out at a cut rate.

Actually, I'm not so disturbed by their clumsy shop practice. I just get burned that they think the automotive repair trade is so simple that they can tackle a complex job without bothering to get themselves informed on the principles involved and planning the methods to get the



**FAST • EASY • SAFE
SPOT-WELDING**
from just one side
of the job!



FOX-ARC Automatic Time Control SPOTWELD GUN
turns out perfect welds every time

Here's a fast, low-cost method of producing strong, sound spotwelds. The new Fox-Arc Spotweld Gun and Power Supply welds from *one side*... eliminates the difficulty so often present in auto body repair work of positioning a back-up electrode. There's no metal distortion, no buckling. Every weld is uniformly perfect.

The Fox-Arc Gun is easy to handle and safe to use. It weighs less than 2 lbs. Even workers without welding experience can quickly learn to make perfect welds. That's because of Fox Automatic Time Control. There's no guesswork, no complicated mechanism to operate. Just set the control dial to the time required for proper penetration and metal deposit. Press the gun against the spot to be welded and that's all! Current shuts off automatically when dial control time has elapsed. Precision-made for long, trouble-free use, the all-metal gun is supplied with 15 ft. of cable, 2 nose guides and 1 lb. of electrodes.

MODEL F-10



**FOX-ARC
portable POWER SUPPLY**

Operates on 115 volts; plugs in anywhere. Weighs only 40 lbs. Can easily be carried to any job. Furnished with heavy-duty line cord, welding cable and work clamp.

Get details on Fox-Arc Welding Equipment today. Write Fox Products Company, 4706 N. 18th St., Philadelphia 41, Pa.

FOX

**METHODS AND EQUIPMENT
FOR IMPROVED
AUTOMOTIVE WELDING**

job done.

It always burns an old knuckle-buster when someone tries a complicated fix out of the carpentry set his wife got him for Christmas, even though the car happens to belong to the poor benighted bungler and he has to foot the bill for getting it back in shape. Probably we are bit by the same bug that gives our doctor a heart attack when he sees us dipping our cut hands in a dirty solvent pan, or our lawyer a scare when he sees some of the possible lawsuits we invite in our everyday operation.

Maybe we have a secret love affair with machinery after battling it day and night for a lifetime and hate to see it short-circuited by amateurs. But whatever it is, I've not enjoyed the last few projects we had trying to uncover mysterious ailments that had been built in by the tinkering owner of the vehicle, whereas I'd have got a real kick out of running them down if they had occurred because of natural age and use.

One brake job had us baffled because the guy wouldn't tell us he had relined them himself and managed to get the wrong friction lining on the forward shoe, and another had done a reassembly job on a power cylinder that would have amazed the guy who built it. The brakes applied with such vigor when you lightly touched them that your next problem was climbing out of the steering wheel. How he got it in the shop for me to test out is a mystery to me, unless he used the hand brake.

Then came coils connected up in reverse that were reported only as "car won't operate at high speed since you tuned it." The new coil was from some manufacturer we'd never heard about, though it might have worked okay if the primary wires weren't crossed.

Then we've had butchered resistance cables in both the primary and secondary lines which the owners didn't even know were that type,

MAREMONT'S

12

SALES BOOST
FOR YOU...

BOTH HEADS
ALLOY-COATED
INSIDE AND OUT

SUPPORTS
ALLOY-COATED
ON BOTH SIDES

BOTH SHELLS
ALLOY-COATED
INSIDE AND OUT

TUBES
ALLOY-COATED
INSIDE AND OUT



GENUINE MAREMONT MUFFLERS ALLOY-COATED INSIDE AND OUT!

Genuine alloy-coated Maremont Mufflers protect *inside and out* with tubes, supports, heads and shells of special rust-resisting alloy-coated* steel. *Genuine* Maremont alloy-coating of aluminum, cadmium, lead and zinc effectively fight rust *best!* One *genuine* alloy-coated Maremont Muffler outlives two ordinary steel mufflers!

**Another Maremont EXTRA...
MarCoat PIPE PROTECTION!**

MarCoat—Maremont Anti-Rust Coating—protects both the *inside and outside* of Maremont pipes. MarCoat assures fresh, clean-looking pipes during their stocking life.

1 2

HERE'S THE SIGN THEY'LL LOOK FOR...

The Nation's No. 1 Traffic-Stopper... now in 3 sizes, 6 different adaptations!

- 6½-foot tall Curb Sign (shown at right)... all metal in 4 handsome colors... A proven sales-builder!
- NEW 39" Sign... all Curb Sign features... mounts 3 ways—with Swinging Stand for driveway, with Straps for pole, or with Brackets for wall.
- NEW 2-foot Sign... a compact Curb Sign replica... for driveway as an Island "A" Sign, or back-to-back as an Island Pole Display.



AT PEAK DRIVING HOURS... 6 EVENINGS A WEEK... EVERY WEEK... car-owners are hearing about Maremont Mufflers on "SPORTS TIME" with PHIL RIZZUTO over the CBS radio network. They're being told to look for the Maremont Sign. Be sure yours is on display!

6 FASTEST-SELLING MUFFLERS FREE—SELL 'EM AND POCKET \$81⁴⁰

when you buy the MAREMONT-CHICAGO PNEUMATIC **ZIP-GUN** at standard mechanic net of \$99⁵⁰



POWER BOLT BUSTER



POWER PIPE PEELER



POWER PIPE CUTTER



CHISEL
RETAINER SPRING

BEEHIVE
RETAINER SPRING



Don't compromise with quality! No other power tool compares with the genuine Maremont-C/P Zip-Gun! Get full details from your Maremont Jobber today!

ALWAYS
INSTALL

M

ALLOY-COATED
MAREMONT MUFFLERS
the ADDED LIFE line

*most popular models Copyright 1960, MarPro, Inc., Maremont Building, Chicago 1, Illinois



MAREMONT ALLOY-COATING PLUS TRAFFIC-STOPPERS BOOST YOUR SALES!

and had done just about everything to them you shouldn't . . .

Well, maybe it taught them a lesson about tampering with things they don't understand. I only wish they'd not be so reluctant about admitting what they'd done, and give the poor tester (me) a break.

Here's hoping you have a great and restful Labor Day, ole top, as I know of few laborers who work harder for certainly no less pay, when you consider skill required.

Yrs,
Ed.



This group of garagemen and factory men attended the recent engine demonstration clinic staged by Champion Spark Plug Co. and sponsored by an association of garagemen of Richmond and Motor Parts Corp., Richmond, Va.

GUARANTEED HIT EVERY TIME !



You are assured of a grand slam home run when you replace with L & S Bearings . . . the BETTER SELLING line. L & S makes a bearing for every automotive application . . . old models, new models, imported cars, too! Don't settle for less than the best . . . L & S, the PROFIT line . . . the QUALITY line!



L&S BEARINGS

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA

Marc Liston Retires From Victor Gasket

MARC L. Liston has retired as manager of replacement sales for Victor Mfg. & Gasket Co. after 40 years' service with the company. He was succeeded by Fred H. Engelke.

Liston joined Victor in November 1920, 11 years after the company was founded, and was connected with the sales department in various capacities throughout his career. Engelke has been with the company since 1945 and for a number of years was a field engineer calling on industrial customers.

Scott Will Head B-O-P

Kenneth N. Scott has been appointed general manager of the Buick-Oldsmobile-Pontiac Assembly Division, succeeding James L. Conlon, who retired under the General Motors retirement program. Scott joined General Motors as a maintenance clerk with Fisher Body Division in 1935. He was appointed administrator of manufacturing studies for B-O-P in 1947 and in 1954 became manager of the division's Arlington, Texas, plant. Most recently he had been plant manager at South Gate, Calif.

Burch Dies in Texarkana

Delbert Glenn Burch, 65, president of Burch Motor Co., Inc., Texarkana, Texas-Ark., died recently following a lengthy illness. Burch moved to Texarkana in 1920 and worked with a number of automobile establishments before opening his own business there in 1946.

HANG IT!... you're in business!

Install a New
Thomson
Thermostat
FOR PROPER MOTOR PERFORMANCE
AND MAXIMUM HEATER CAPACITY



with
Thomson
THERMOSTATS
16 STAT ASSORTMENT
FITS 9 OUT of 10 CARS

NOW!
ALWAYS HAVE THE RIGHT
THERMOSTAT AT THE RIGHT TIME

Just hang 'em on the wall and tell them you're in the stat business. The new sixteen-unit assortment has only three different models, yet fits 90% of all cars!! — not a slow mover in the lot.

The eye-catching display saves space and inventory — keeps the right stat always in buying reach. And makes a trim counter display too.

Every Thomson stat is "use-designed" tested for top performance and trouble free service. Their unique poppet valve guarantees a tight seal and instant response under *all* temperature conditions. No wonder Thomson stats are used as original equipment by major car manufacturers.

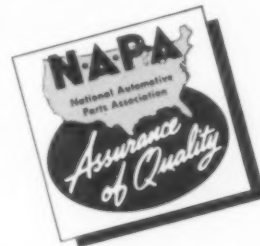
Choose from two 16-unit assortments, according to needs in your area — either all high temperature stat assortment #2070 or mixed assortment #2069 of 9 high-temperature and 7 standard. Order *today* . . . remember most of the stat business is concentrated in the first 60 days of cold weather.

See your NAPA Jobber, he is a good man to know.

STANDARD THOMSON CORPORATION, WALTHAM 54, MASS.



FREE
WINDOW
STREAMER!



Autolite offers you a "short-cut" to bigger battery sales!



An easier, faster way to step up battery sales is yours with this top-quality haircutting set made by Raycine. Every customer can have one who buys an Autolite Battery during the months of September, October and November. Set includes electric clippers, tapering attachment, scissors, comb and instruction book. For display, you get the entire set plus eye-catching display card, window posters and order coupons.

A large advertisement for the Raycine haircutting set. It features a central illustration of a family (father, mother, and children) gathered around a table, with the father cutting a child's hair. To the left, the components of the haircutting set are displayed: an electric clipper, a tapering attachment, a comb, and scissors. Above the components, a small inset shows a hand using the clipper with the text "It's easy to cut hair". The Raycine logo is prominently displayed in the upper center. To the right of the logo, two speech bubbles say "It's Easy to Cut Hair" and "It's Fun to Cut Hair". Below the family scene, a sign reads "FOR HOME SWEET HOME". At the bottom, a large banner states: "YOURS for only \$5.50* when you purchase an AUTOLITE BATTERY". Below this, smaller text says "YOU SAVE \$5.00 (Manufacturer's List Price \$10.50)". Several circular seals are also present, including one that says "Guaranteed by Good Housekeeping" and another that says "100% GUARANTEED".

Raycine

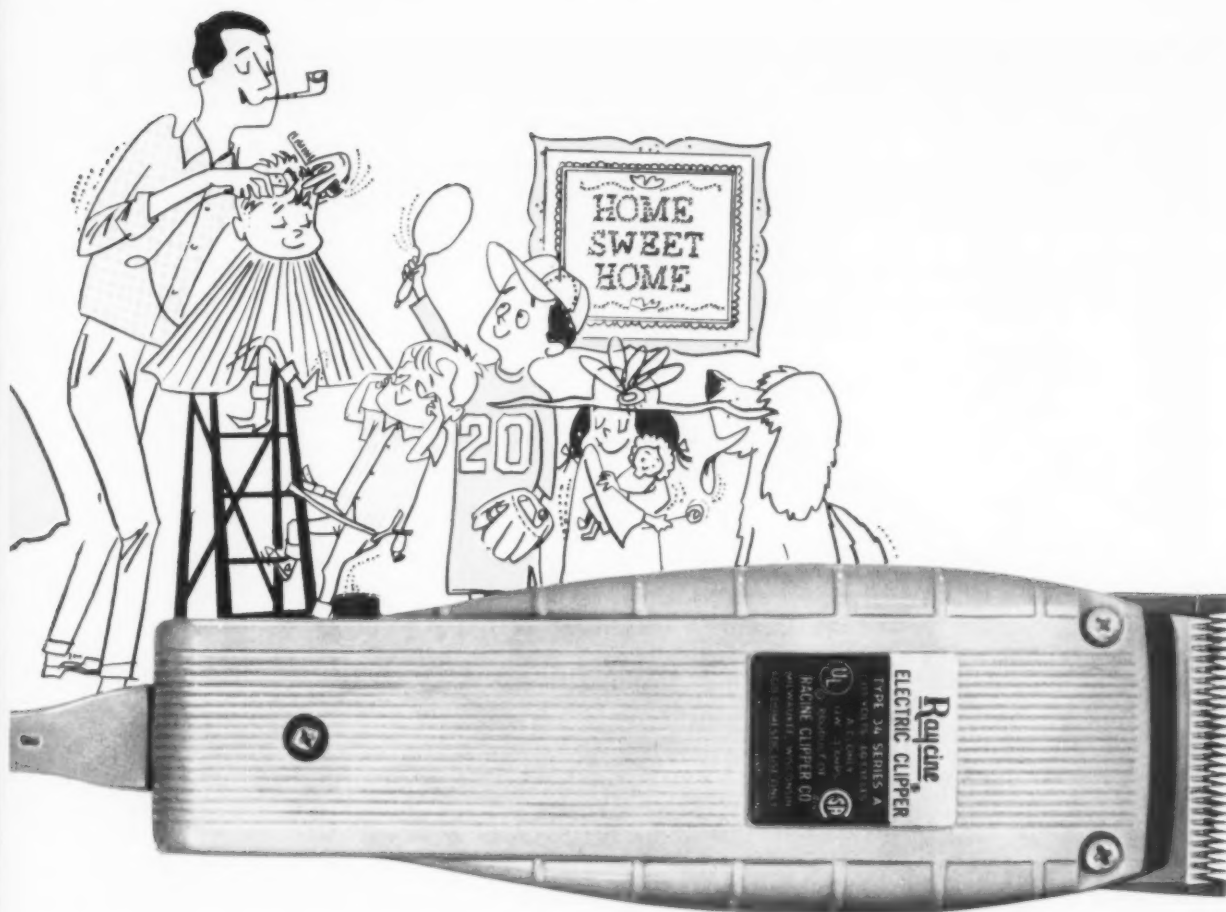
It's Easy to Cut Hair

It's Fun to Cut Hair

FOR HOME SWEET HOME

YOURS for only \$5.50* when you purchase an AUTOLITE BATTERY

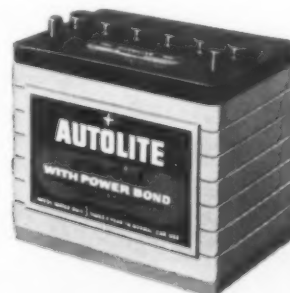
YOU SAVE \$5.00 (Manufacturer's List Price \$10.50)



5-PIECE HAIRCUTTING SET . . . A \$10.95 value you can offer your customers for only \$5.50 when they buy an Autolite Battery

It's easy! All you do is give out the coupons as Autolite Batteries are sold. Your customer fills out coupon, mails it with \$5.50. The only haircutting set you handle is the one on display and you keep it or sell it at the end of the promotion! It's a real short-cut to bigger sales . . . another Autolite money-making program you won't want to pass up. Check the details with your Autolite Battery Wholesaler, today!

 **AUTOLITE®**
BATTERIES
 THE ELECTRIC AUTOLITE COMPANY, TOLEDO 1, OHIO



Don't miss the election news with Dave Garroway, NBC-TV "TODAY" Show—sponsored by Autolite

We Can "Grow" Mechanics (Continued from page 44)

ply cannot afford to give them more schooling.

Secondly, if he waits until he is 20 or 21 to begin in his trade, he is dissatisfied with the beginning pay scale and he seeks a fast-buck job which requires little training and no future, and because of the draft requirements today this man is unable to stay on the job long enough to receive proper training. . . .

We must form strong educational

committees at the local level composed of people in all divisions of our industry, and present ourselves to the school boards in our district to show them the tremendous need for this type of schooling, and tell them of our aim to help train the boys and offer inducements to interest them in the trade.

In short, industry and our school systems must begin to work more closely together, and educators tell me that if we would do this, the right vocational programs can be arranged. . . .

Are you aware of the reason for the service stations becoming an ever-increasing factor in the automotive service business?

They know that neither the car dealer nor the independent is keeping abreast of the times, for we just do not have the help or the facilities to keep up with our increased number of automobiles.

As a result, they are performing more and more repairs on cars, especially those jobs which are highly profitable and those which can be done by people with not too much training.

The motoring public does not prefer this type of service, however, for it would rather have all its service work performed in the same place by someone it knows and trusts and someone who can give it personal service as only we can do.

If we don't get busy, though, and recognize the problems that face us, we are going to continue to lose business, for this repair market is much too great for other industries not to recognize its potential.

We Compete with Everyone

I am sure that all of you realize that today we are in competition with every other industry when we attempt to sell young men the idea of becoming a mechanic or a body and fender man. Yes, we realize it, but we continually do nothing to induce people into our trade, and practically nothing to see that they remain with us if they are inclined to like our business.

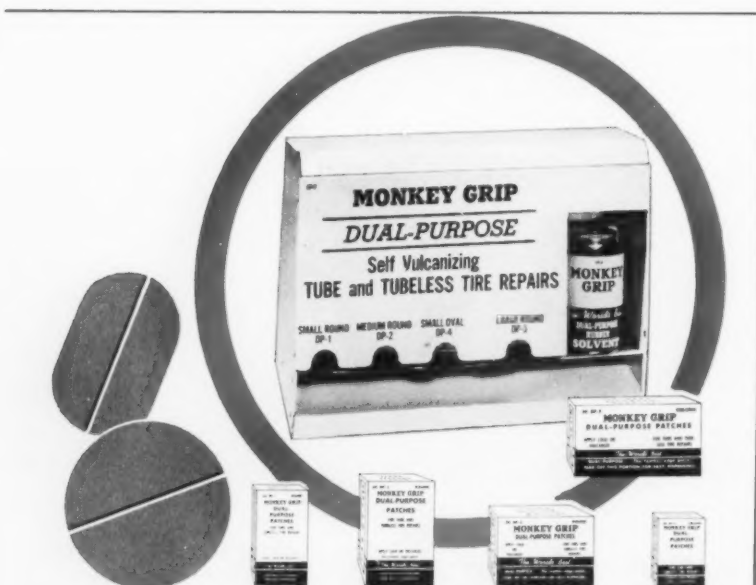
What must we do as an industry, then, if we hope to stock our occupation with the right type of personnel?

First, we must tell young men of the opportunities that exist in the automotive service business and we must do this by presenting them with booklets and pamphlets.

We must appear at school shop classes and career days of high schools to tell our story, and we must give them every opportunity for employment during their formative years, even if it means taking a few dollars out of our pockets to do so.

We must also stop the practice of using young men for nothing but floor sweepers (not that they mustn't learn that, too), but they should be given every opportunity to learn to be mechanics as fast as their abilities and desires allow them to.

We must begin to set up scholarships for outstanding boys and present them with tool sets and various other things to offer added inducements.



Dual-Purpose PATCHES for Tubes and Tubeless Repairs

**Cold Vulcanizing... Quick...
Safe... and PROFITABLE!**

Made by new cushion-gum formula to provide sure adhesion and permanent repairs. Chemical vulcanization permits use either hot or cold. Round and oblong patches in sizes for every need. Packed in dispenser cartons. Metal service cabinet available, complete with patches, buffers, stitcher and solvent.



Write for
catalog

MONKEY GRIP

The World's Best

P. O. BOX 6170

SALES CO.

DALLAS 22, TEXAS

One and the Same

FOR ORIGINAL EQUIPMENT
OR REPLACEMENT

DETROIT
ALUMINUM
AND
BRASS

Michigan
HI-THERM



engine
bearings

Michigan HI-THERM

ENGINE BEARINGS

There is only one right way to manufacture engine bearings. Michigan Hi-Therm bearings for replacement and the bearings we supply to original equipment customers are one and the same. Our complete Michigan line is made to the same standards, of the same materials, by the same craftsmen. We can meet all your engine bearing needs from babbitt to heavy duty copper-lead. Ask your jobber for Michigan Hi-Therm.



*The most satisfactory bearing
jobs come from the red, yellow
and black Michigan box.*

Detroit Aluminum & Brass Corporation

3975 Christopher Avenue
Detroit 11, Michigan

Manufacturers of engine bearings
for original equipment since 1925

ment for achievement.

This can be done all over the United States without too much cash outlay on the part of any individual.

Once a boy has graduated from high school and is working, we must give him every opportunity possible to further his education by providing additional courses for him.

I have heard many garage owners say, "Why should I train a mechanic, for just as soon as he learns something and becomes of some use to me, he goes to work for my com-

petitor down the street?"

Generally this is the garageman's own fault, for he has neglected to evaluate the man properly and he believes because he has been training him, it isn't necessary to pay him a living wage.

We must start these boys out at a fair salary which is commensurate with other trades in our area and advance them as quickly as they deserve it. In other words, treat them as you would like to be treated yourself. . . .

If we are to keep personnel after

we select and train them, we must offer good medical programs for them and, in addition, we must develop our own retirement program for employees.

The first question that probably enters your mind is how can we afford to do this?

Gentlemen, we can't. The public will have to pay the bill. I am firmly convinced that the public will not object to higher prices if it receives a dollar's value for each dollar spent, which is not happening today.

If we do not provide good medical and retirement programs for our employees, soon someone else will do it for us, as has happened to others, and we won't like it, nor will we have much to say about its costs and benefits, and we will have to charge the customers for it.

Isn't it about time this entire independent automotive service industry gave some serious thought to our problem of shortage of help and added benefits for our present and future employees, and isn't it about time we made it a joint effort?

There are many associations in this industry and most all of them have the same objective: to raise the standards of the service we perform and upgrade the people who are part of it.

The trouble is that most all of them are not able to carry out their objectives because of a shortage of money. This comes about because too much of the income of the individual associations is used up in the cost of administration.

So it seems to me that the time must come soon when all of our associations are combined into one, with a manufacturers', a wholesalers' and a retail division, for only then can we accomplish our worthwhile objectives.

Retirement and medical programs are an example, not to mention the increased effectiveness of all our member services.

Studebaker Names Minkel To Head Marketing

APPOINTMENT of L. E. Minkel to the newly-created post of vice president of marketing for Studebaker-Packard Corp. has been announced by President Harold E. Churchill.

Minkel returned to Studebaker after an absence of five years, during which he was vice president of Mack Trucks, Inc., and of Daystrom, Inc. He was selected, Churchill said, to spearhead an accelerated program embracing all S-P sales activities in both domestic and foreign markets.

SELL AMALIE OIL!

- No Obsolescence
- Steady Turn-Over
- Effective Missionary Help

If you are now selling, or are considering selling motor oil, here are three reasons why you should take a look at Amalie.

- 1 Amalie oils are stable, they don't deteriorate in your stock room, and they don't go out of style.
- 2 Amalie Motor Oils are non-seasonal. Every day, month after month, you will sell Amalie. The income is steady, no panic seasons, no huge anticipatory stocks.
- 3 Skilled factory men train your salesmen, open new accounts crack difficult accounts—develop lasting increase in your business.



Member
Pennsylvania Grade
Crude Oil Assn.
Permit # 12.

Amalie is expanding—choice territories are available. Write or phone Mr. C. H. Remmel, Sales Manager.

AMALIE DIVISION D-8

Sonneborn Chemical and Refining Corporation
Franklin, Pennsylvania

this Heavy-Duty



ONE-MAN Pressure BRAKE BLEEDER

gets the big, popular vote!



MODEL T1200-7

ALL PARTIES AGREE—Jobber, Dealer and Serviceman . . . that the EIS Heavy-Duty Pressure BRAKE BLEEDER is BEST for servicing ALL hydraulic brake systems! It's the lowest in price . . . more of them are in use than any other, and it has been that way since 1934!

HERE'S WHY!—**1** NEW, SELF-SEALING, QUICK-DISCONNECT COUPLERS are now available for all EIS Bleeder Tanks!



2 A COMPLETE AND UP-TO-DATE SET OF ADAPTERS comes with every T1200-7 Brake Bleeder and includes the new T1696 (1960 Ford Products), T1697 (1960 Chevrolet and GMC Trucks) plus the T1519 (Oldsmobile special power brake adapter)!

3 NEW, SLIDE-ON, All-Metal TOOL TRAY . . . fits any EIS Bleeder Tank produced since 1945! Available as optional equipment with Model T1200-5 . . . included at no extra charge with every new, EIS Model T1200-7 Bleeder Tank. The tray is designed to hold all tools and fittings . . . a mighty handy time, money and labor saver!



NEW, T1713 CONVERSION KIT

4 Up-dates EIS tanks now in the field. Contains 1 Tool Tray, 1 Oldsmobile 1953-56 Power Brake Adapter, 1 Ford Products 1960 Adapter, 1 GMC-Chevrolet Truck 1960 Adapter, 5 extra gaskets, 1 Self-Sealing Quick-Disconnect female fitting and 2 male fittings for the quick-disconnect attachment to all EIS standard fittings now in use.

\$7.00

SHOP NET FOR COMPLETE KIT

ORDER FROM YOUR DISTRIBUTOR OR WRITE FOR CATALOG
EIS AUTOMOTIVE CORP. MIDDLETOWN, CONN.



NO BRAKE BLEED JOB IS EVER COMPLETE UNLESS YOU REFILL WITH THESE EIS SUPER SAE BRAKE FLUIDS!

EIS never compromises on quality! SUPER 500 HEAVY-DUTY BRAKE FLUID exceeds SAE Specification 70R1 . . . SUPER 703 HEAVY-DUTY BRAKE FLUID exceeds SAE Specifications 70R1 and 70R3! Both brake fluids represent super-quality. They're non-corrosive, have excellent lubrication qualities, preserve the life of both natural and synthetic rubber and they're completely compatible with other brake fluids of equal quality.

WARNING! 25 States now have Heavy-Duty Brake Fluid Laws; legislation is pending in other States. Don't take a chance by selling sub-standard brake fluid!



BRAKE EQUIPMENT • MASTER AND WHEEL CYLINDERS
HYDRAULIC BRAKE PARTS AND REPAIR KITS
POWER BRAKE PARTS AND KITS • HOSES • CABLES
SUPER SAE BRAKE FLUIDS • BRAKE TOOLS

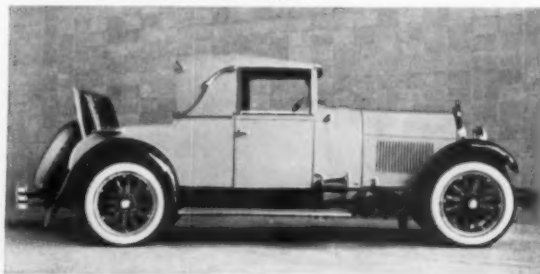


Any two-tone job
turns out better with
SCOTCH BRAND Masking Tape



"SCOTCH" BRAND Masking Tape is the surest, fastest way to turn out top-notch two-tone or overall paint jobs . . . whether for the exacting restoration of an antique, or refinishing to meet the demands of today's top-quality appearances. It goes on easier . . . sticks at a touch. Excellent adhesion prevents paint from creeping under, gives a clean, sharp separation. And "SCOTCH" BRAND Masking Tape strips off clean . . . leaves no jagged edge . . . no messy adhesive residue. Order from your jobber today.

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1927 KISSEL Coupe Roadster (6-cylinder) restored in authentic two-tone

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"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO.

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... WHERE RESEARCH IS THE KEY TO TOMORROW



Johnson on Compacts

(Continued from page 37)

ment or confession. The bigger size was now too big for the medium-price second-hand buyer, the complicated mechanism was too costly of upkeep, the power was too much for a lean purse to feed, the depreciation cost was getting prohibitive and that valuable patron of every one—the second-, third- and fourth-hand buyer—was left without economical and dependable transportation.

The compacts can be the leaders back to a democratic way of life if allowed to develop in a manner equal to their size. That is to say, small, hardy, simple (as opposed to complicated) and economical.

The compact can serve well the new-car buyer and through dependable, thorough construction it

Darrell Johnson has been the Cadillac-Chevrolet dealer at Thomson (35 miles from Augusta on the Atlanta highway) for many years. He has long been interested in civic affairs as well as being called on to help with dealer problems in the Southeast. His analytical mind often causes him to draw up charts and other data to help him chart the course along which he and his fellow dealers appear to be moving. For his recent letter to his fellow members of GADA upon taking office as president, see page 72.

will emerge as a unit of lower depreciation because of original costs and, very importantly, it can fill in a gap that has not been filled since 1954—the plain, sturdy, low-cost transportation—until its junkyard burial.

This means a better balanced supply for all buyers. This should react to better inventory balance for dealers. The compact was needed and I, for one, in the interest of everyone needing suitable transportation, am glad to again see a car for every need.

Some book or paper, which I cannot recall when or where, said that the population increased in times of depression and decreased in times of prosperity. This set my mind to wandering and some questions appeared for consideration.

Times of depression are concerned with uncertainties. Felt, very deeply by everyone, is the basic element of fear. The human reaction is to look for a way out, often with little regard for consequences. But, defi-



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It's Rugged . . . specially designed and built for continuous heavy-duty production polishing and compounding.
It's Powerful (full $\frac{3}{4}$ HP) with ideal polishing speed (1450 rpm). **It's Balanced . . .** for easy handling all day long . . . **and it's the only polisher** with a coaster-brake type clutch drive that doubles gear life and assures smooth operation.

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Cleans and polishes
in one operation
. . . the perfect
polish for all car
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Polishers to achieve
best polishing
results with
greater profit.



**"Swiftly"
7" POLISHER**

Designed
for use
with high
speed
liquid
machine
polishes.

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5314 W. State Street, Milwaukee 8, Wisconsin

nately an action is taken because fear must be lessened or increased; it cannot be accepted on an even level. It is much like a man in the dark: the fear of his position calls forth a desperate effort toward a change.

Organizations are men combined, and fear-in-multiples tends toward mob action. The results can be an improvement as well as its opposite. The whole question, at the start of a fearful change, is, "What is going to happen?" It is too risky for an opinion but worthy of a back-

ward look concerning the why of the present.

Based on the normally accepted understanding that fear is created by greed, envy, untruths, selfishness and other human degradations, we begin the search backward for the prime reason or cause.

The public is considered gullible and fair game by the majority. The temptation to use this advantage is like eating three meals a day regularly, enticing and adding to the satisfaction of material enjoyments. And who takes advantage of this

condition? You know the answer: it is everyone except a very few who value and strive for lofty attainment of spiritual values.

It may not be a polite remark, but back of the uncertainty of the compact has been a period when the manufacturer and the dealer combined to foster upon the public their greed for volume. The used-car buyer who, of necessity, needed a reasonably priced means of transportation, is now without this merchandise except for expensive costs when rebuilding is necessary.

The manufacture and selling of automobiles require a double objective. It must appeal to the new-car buyer and still remain a dependable unit for the low-income buyer.

It is hoped that the new compacts will serve this purpose and it is the American privilege that every manufacturer have the opportunity to cater to this need.

It is not too late to try for a remedy of past evils of grandeur and if we fear this new problem, let us remember that any deviation from our true mission of service to everyone can create fear and uncertainty as is now present.

The future looks brighter and I am sure it will be—after a period of adjustment.

Weaver Appoints Sward As General Manager

KENNETH W. Sward has been appointed general manager of the Weaver Mfg. Co. Division of Dura Corp., succeeding Eugene A. Costa, Weaver general manager since 1933, who resigned.

Sward joined the executive staff of Detroit Harvester Co. (now Dura Corp.) in 1956 and in 1957 became general manager of the Danville Products Division. He was elected vice president and director of engineering of Dura in 1958 and since 1959 had been executive assistant to the general manager of Weaver, a position to which Edward S. Northup has been appointed. Northup joined the corporation as assistant to the president in April of this year.

Founder of Weaver Mfg. Retires After 50 Years

IRA A. Weaver, founder and president emeritus of Weaver Mfg. Co., has retired after 50 years in the automotive service equipment field.

Weaver's retirement also marked the 50th anniversary of Weaver Mfg. Co., now a division of Dura Corp.

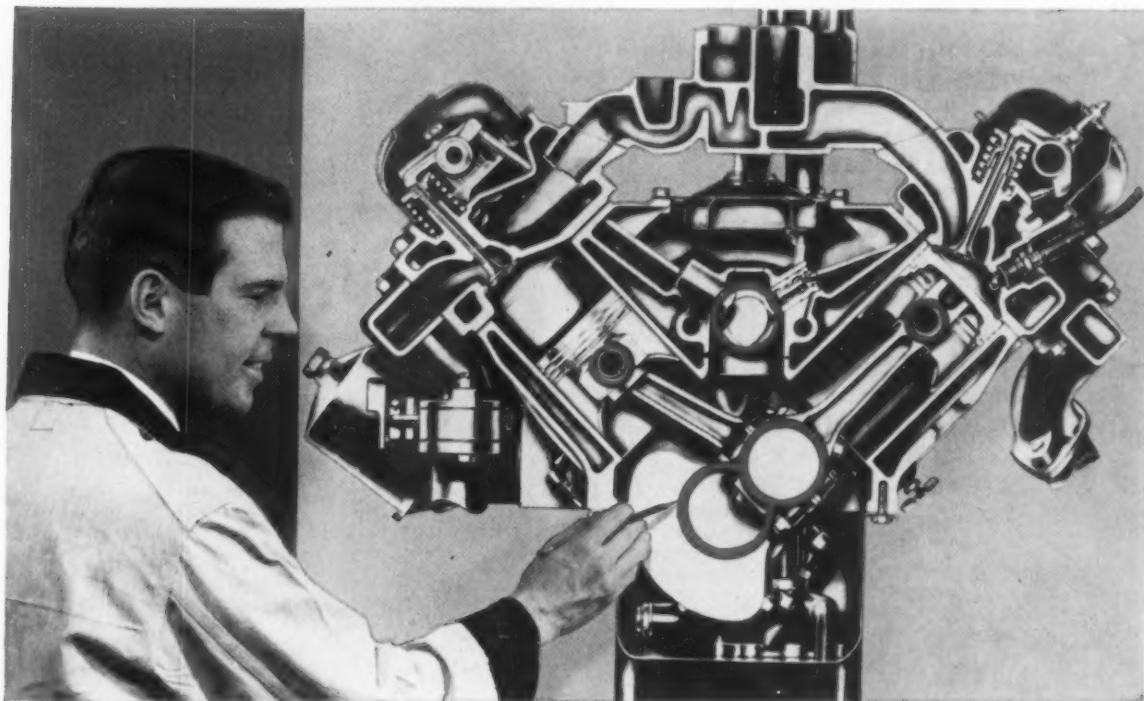
**NOW—ORDER THE
HEAVY DUTY SEALER
THAT REALLY
SELLS!**



Here's the heavy duty sealer that will move off your shelf—fast! Mac's Sealer and Stop Leak prevents seepage. It's guaranteed to stop high pressure radiator leaks up to 20 lbs. It mixes with all kinds of anti-freeze including the new "NON-DRAIN" types. Order it today!

MAC'S SUPER GLOSS CO., INC.
Los Angeles 42 • Cincinnati 26

Better products, *faster*, from your Federal-Mogul jobber:



Stretch engine overhaul intervals with replacements of Federal-Mogul bearings



Leaders in quality . . . in ready availability for American and imported car engines

More compact engines, higher ratings per pound of weight, shrunken cooling systems, accelerated speeds, additional accessories, all add up to greater taxation on engine bearing stamina.

Federal-Mogul engine bearings are engineered to meet these exacting demands. That's why engine specialists insist upon Fm bearings to restore like-new power. And as a *plus value*, you give customers improved bearings which stretch overhaul periods.

Unlimited stocks of types and sizes make availability no problem to you. Call your nearby Federal-Mogul jobber today!

FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



the original equipment precision...

... of Brand New
Holley Pep Carburetors
and Pep Kit Parts Assures
Customer Satisfaction



When you sell a Holley Pep Carburetor or use Holley Pep Kit parts for a minor carburetor overhaul, you're doing more than making a sale. You're giving your customer components of new-car quality and assurance of dependable performance.

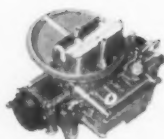
Holley Pep Carburetors for Ford-built and American Motors cars are brand new, and manufactured to the same exacting specifications as Holley *Original Equipment* Carburetors. And Pep Kits contain genuine Holley parts identical with those they replace. You can always sell Holley with confidence—its *original equipment precision* is your assurance of customer satisfaction.

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Pep Carburetors—
Engineered to Original
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—Original Equipment
Parts for Minor Overhaul



Genuine Holley
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Original Equipment Manufacturers for over 55 Years • See your Holley Distributor—Check the Yellow Pages



Here's the new **WARNER**
TRADE MARK
"Take-Your-Choice"
Fall Free Deal!

**GET THIS
NEW BISSELL
SHAMPOO MASTER
WITH EVERY
4 CASES OF ANY
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COOLING SYSTEM
PRODUCTS!**

OR

**GET
1 FREE CASE
WARNER LIQUID
SOLDER (non-metallic,
deposits tiny fibers to repair
leaks) INSTEAD OF
SHAMPOO
MASTER**



The Bissell Shampoo Master is the greatest new idea for the home today. Really makes a wife happy! Cleans and brightens rugs with no stooping, kneeling or scrubbing. Saves big cleaning bills.

Here's all you do

Dealer orders 48 cans (4 cases) of any selection of Warner Radiator and Cooling System Products and receives the new Bissell Shampoo Master—*absolutely free*. Or, if the dealer prefers—instead of the Shampoo Master—he receives 12 cans of Warner Liquid Solder (non-metallic, deposits tiny fibers to repair leaks), *absolutely free*.



Nationally Advertised in **POST** and **LIFE**

ORDER NOW! OFFER EXPIRES SEPTEMBER 30, 1960

Warner Liquid Solder (non-metallic, deposits tiny fibers to repair leaks) \$1.00 . . . Warner Protector and Water Pump Lubricant \$1.00 . . . Warner Speed Flush \$1.00 . . . Warner Heavy Duty Cooling System Cleaner \$1.50 . . . Warner Block Repair—Heavy Duty Sealer \$1.50 (suggested retail prices).

WARNER-PATTERSON COMPANY 600 S. Michigan, Chicago 5 • Toronto 2, Canada

"leader by a million"



miles”



WALKER SILENCERS

AMERICA'S MOST PERFORMANCE PROVED MUFFLERS

**“MILLION MILE MOTORCADE” PROVES WALKER SILENCERS
LAST 300% LONGER . . . CAN SAVE 13% ON GASOLINE**

From coast to coast, Walker Silencers are tested and proved under actual day to day driving conditions . . . in stop and go traffic, on turnpike trips, in all kinds of weather. For years, millions of car owners have replaced faulty “other brand” mufflers with Walker Silencers. On millions of America’s 1960 automobiles, Walker Silencers are standard equipment. Results show Walker “Precision Tuned” Silencers are the most satisfactory mufflers in every way. That’s why when you install a Walker Silencer, your customers are always satisfied.

WALKER'S EXCLUSIVE

“average driver” test fleet proves

WALKER SILENCERS SAVE POWER. Control power-robbing back pressure to assure peak engine performance, greater “traffic-flash.” Save up to 13% on gasoline!

WALKER SILENCERS SAVE INSTALLATION TIME. Every Walker Silencer *fits perfectly*. Each is designed to the exact specifications for every make automobile.

WALKER SILENCERS LAST UP TO 3 TIMES LONGER. Walker puts extra rust protection where it counts most—on the inside where rust starts. Walker “engineering-with-ideas” protects internally by premium coated steels, asbestos insulation, proper drainage.

WALKER SILENCERS REDUCE CARBON MONOXIDE HAZARDS. Ingenious internal bracing and contour design resists leakage from heat damage, road shock and back-fire. No leaky seams, to allow dangerous carbon monoxide fumes to escape into passenger compartment.

All this . . . and maximum silence without power loss. Ask your jobber for WALKER’s profit-pulling Red Carpet merchandising and sales promotion. With Walker you win satisfied customers . . . long-run profits.

WALKER MARKETING CORPORATION • RACINE, WISCONSIN



An inspection of the big engine-rebuilding plant of John Rogers Co. was a part of the convention program. President Rogers appears at left explaining some of the features of the highly mechanized operations to the visitors, who were his luncheon guests.

IGOA Pulls Record South

(Continued from page 43)

then asserted:

"You will find your friends are the jobbers, the Boosters, the manufacturers' representatives—the men in the aftermarket. You will find they will help you and tell your story of IGOA."

Bernard M. Suttler of Washington, D. C., inspector, Federal Bureau of Investigation, told of the underworld gangs who had tangled with the FBI while trying to build up their monopolies in crime.

Henry S. Clark of Atlanta told of the 262 IGOA "Signs of Progress" being erected along highways in the Southeast. He urged his listeners to ask their jobbers to buy some of these signs.

Ira Saks of Cleveland, Ohio, executive director of the Ignition Manufacturers Institute, delivered the address reported in detail in the July issue of SAJ, beginning on page 45. Another major address was by Henry Sorenson of Long Beach, Calif. (See page 44.)

A panel discussion of garagemen's problems was moderated by Harold Grindle of Toledo, executive director of the IGO of Ohio, and included Bert Cook, Howard Eves of Pasadena, Calif., Ray J. Campbell of Denver, Colo., and Art Fox of Cedar Rapids, Iowa.

The concluding event of the general convention discussion program was a recap of the panel's remarks by Mel Turner of Chicago, veteran garageman and the curriculum director of the Automotive Service Industry Association.

An elaborate entertainment program was held in conjunction with the banquet, at which William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, installed the new officers and over which Harry Wright, president of the IGO of Greater Atlanta, was the emcee.

The Rev. Hubert A. "Baldy" White of Stockbridge, Ga., a humorist, was the banquet speaker.

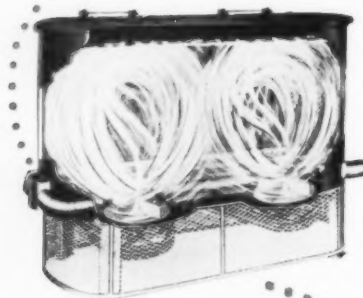
Early in the board meetings the delegates adopted a resolution endorsing the program of the Good Car*Keeping Institute designed to promote better appearance inside and outside motor vehicles.



WHERE EQUIPMENT IS DESIGNED WITH THE OPERATOR IN MIND

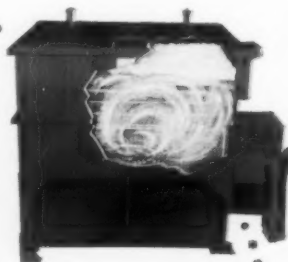
S V TURBO-BLAST

World's Fastest Cleaning Machines



Model 236 is equipped with two 5-HP motors turning impellers, creating tremendous agitation of the detergent. A scrubbing action is thus attained to clean **FASTER, MORE THOROUGHLY, and MORE ECONOMICALLY!** With 300 gallon capacity this unit answers the Engine Rebuilder's Cleaning Problem!

Model 122 has a 115 gallon capacity. The ideal size for the average Automotive Machine Shop. Powered with one 3-HP motor. **ALL TURBO-BLAST CLEANING MACHINES HAVE SUPER AGITATION! ...with CONTROLLED FLOW PATTERN!** All models can be equipped for gas, oil, steam, or electricity.



There is a Turbo-Blast Model for Every Cleaning Job!

Write for Free Literature on all S-V Equipment...

Storm-Vulcan, Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
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**In the time it takes to fill a gas tank
Make an extra \$4⁰⁰ sale!**

In less than two minutes you can make a fast \$4.00 sale. That's all the time it takes to change a Purolator Air Filter! And you couldn't ask for better volume. Today, 15-million cars are equipped with dry-type air filters that are as

easy to change as the blade in your razor. So make filter changing a sales habit . . . it's easy with Purolator's FC-58 light tester! And be sure to stock Purolator. For quality . . . for profit . . . there's none better.

*Purolator® Reg. U. S. Pat. Off.

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OIL, AIR AND FUEL FILTERS

PUROLATOR PRODUCTS INC., RAHWAY, N. J.; TORONTO, ONTARIO, CANADA

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

103 SAMPLES, BOOKLETS, AND CATALOG SHEETS — Describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN — Discusses in detail straight air and air-over-hydraulic air breaking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

112 SOUND SLIDE FILM — Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

118 BRAKE SERVICE GUIDE — Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU 411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 FILTER SERVICE MANUAL AND SPECIFICATIONS — 24 pages contains useful service information on oil, air and fuel filters. Pictures and graphs give oil filter service on all late model cars. Also includes filter specifications for domestic and foreign cars and trucks as well as cross reference charts. Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N. J.

122 TIRE RETRUEING — An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED — Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 NEW BLUE RIBBON ILLUSTRATED PRODUCTS CATALOGUE — Describing and displaying the complete line of refinishing, polishing and chemical specialty products. International Metal Polish Co., 1910 Quill St., Indianapolis, Ind.

134 MOOG RINGLINER — Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHEK — A colorful wall banner showing condition of spark plugs under various driving conditions. This serv-

ice tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Autolite Co., Toledo 1, Ohio.

141 MOOG STREAMLINER CATALOG — Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

144 RADIATOR SERVICING — New 32 page booklet entitled "New Blueprint for Profits" shows how any car dealer, filling station or auto repair shop may go into the radiator servicing business. It covers procedure for setting up radiator service department; shows latest compact shops, testing, cleaning and repairing units, and includes a complete price list and specification chart. It describes methods of financing, etc. which the manufacturer makes available to customers, factory training school, guarantees, etc. Inland Mfg. Co., Dept. B-138, 1108 Jackson St., Omaha 2, Neb.

146 HAND CRIMPING TOOL — Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

155 MAKE MORE SALES ALL OVER THE LOT — Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steadies. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

166 CYLINDER HEAD STOCK REMOVAL CHART — A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

168 CRANKSHAFT GRINDER MANUAL — A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

169 YOUR ANSWER TO VAPOR LOCK — New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Flit-O-Reg helps prevent these conditions and increases engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

172 A-1919 FUEL PUMP SHOP MANUAL — Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel as-

semblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

179 A-2446 CHART — (In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine." — D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

183 BADGE-O-RAMA PROFIT KIT — 83 piece profit kit of eye-catching badges, a different one for each week of the year given free with Pullman Vacuumobile. Pinned to attendant's shirt these silent salesmen promote seasonal TBA items at customer's eye level. For sample badge and full information write Pullman Vacuum Cleaner Corp., 25 Buick St., Boston, Mass., Dept. SAJ.

185 SERVICE ENGINEERING BROCHURE — A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

189 GENERAL PAINTING INSTRUCTIONS — Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING — Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Furge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

202 "DON'T BLAME THE GENERATOR" — Free booklet designed to help keep your profit by eliminating costly comebacks. Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

203 COOLING SYSTEM CARE BULLETIN — Is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

205 HOW TO INCREASE ENGINE LIFE 90% — Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS — Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Michigan.

209 EXTRA PROFIT WITH STEAM CLEANERS — 20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Pa.

211 SERVICE TOOL CATALOG — Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

213 SHOCK ABSORBER CATALOG NO. 320-T-A — A 16-page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS — Explains in

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature
and more details on any prod-
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

SAJ pays the postage!

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AUGUST 1960

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City Zone State

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

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can help
you get
valuable
information**



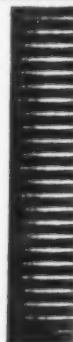
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



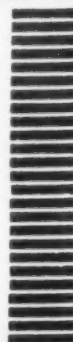
BUSINESS REPLY CARD

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HELPFUL BOOKLETS FREE!

simple language, every detail of Voltage Regulators — how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

221 NEW REPAIR KIT FOLDER — Gives information on Jack-Pack automatic transmission sealing line (overhaul kits, gasket sets, lip seal sets, rubber sets, sealing rings); Noz-L-Pack automatic nozzles and repair kits for Buckeye and OPW nozzles and complete line of Jack-Pack Jack repair kits and Jack oil. For free copy write: Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

222 "WHAT PRICE QUALITY" — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

226 OIL LEAK DETECTOR — Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure — one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

228 ENVELOPE STUFFER — Describes in detail the starting fluid fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.

230 SIOUX TOOLS — New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

240 BATTERY SELLING AND SERVICE EQUIPMENT — Attractive 8-page brochure in full color gives the complete line of chargers, testers and accessories. Includes all specifications. Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

242 AUTOMOTIVE LINES — 4 page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

250 FUEL PRESSURE REGULATORS — Informative folder answers such questions as "What is fuel pressure regulator?", "Why do I need one?", "Why isn't it original equipment?", and "Is it guaranteed?". Milemaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.

254 MASTER BRAKE SERVICE GUIDE — Contains fully illustrated, step-by-step instructions for adjusting and relining the twenty different types of hydraulic wheel brakes used on passenger cars and light and medium trucks and buses. World Bestos Div., New Castle, Ind. Attn: Sales Prom. Mgr.

255 TOOL CATALOG "W" — 112 pages gives pictures, description and specifications of the complete Snap-On Tool

line of merchandise. Snap-On Tools Corp., Kenosha, Wis.

264 TIRE VALVES, EQUIPMENT AND TOOLS — Complete jobber catalog describes the entire line; giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

266 COMPRESSOR CATALOG — 16-page catalog gives full details on the complete compressor line, including specifications, diagrams, uses. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

268 HI-PRESSURE WASHERS — 4-page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

269 IGNITION PARTS MERCHANDISE — New 16-page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

271 AUTOMOTIVE CHEMICALS — 8-page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

274 NEW WHEEL SERVICES — Catalog lists 11 new wheel alignment and balancing services and is said to be the most complete catalog of its kind in the industry. The 20 page catalog describes and illustrates all of the new Bear equipment. Bear Mfg. Co., Rock Island, Ill.

275 PISTON RING — 16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 66, Mo.

283 CARBURETOR WALL CHART — Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

286 LISLE SPECIALTY AUTOMOTIVE TOOLS AND GARAGE CREEPERS — A 16 page tool catalog (#303) featuring Lisle quality Ridge Reamers, Cylinder and Brakes Hones, Glaze Breakers, and other specialty automotive tools. This catalog also features Lisle "Jeepers Creepers" and new "Hi-Lo" and "Lo-Boy" creeper seats. Lisle Corp., 888 Main St., Clarinda, Iowa.

287 LISLE HYDRAULIC BRAKE PARTS & CABLE CATALOGS — Complete 96 page catalog covering Lisle Brake Cylinders, repair Kits, Hoses, Fluid Parts for trucks and passenger cars. Complete catalog on Lisle Parking Brake Cable assemblies for passenger cars and trucks. Lisle Corp., 888 Main St., Clarinda, Iowa.

293 MUFFLER INSTALLATION GUIDE — New 1950 Muffler Installation Guide includes photos and easy-to-read instructions for removing and replacing mufflers. Special suggestions and short cuts are given for particular car makes and models to provide a thorough guide for all types of installations. Walker Mfg. Co. of Wisconsin, Racine, Wis.

295 RETAINING RING AND PLIER SPEC SHEET — This helpful catalog sheet lists the pliers required for given sizes of rings; as well as indicating pliers needed for a given Shaft diameter or Bore diameter. Diagrams of Ring applications are shown on large and small equipment. The proper pliers for automotive needs are listed also. Proto Tool Co., Box 3519 Terminal Annex, Los Angeles 54, Calif.

296 METRIC TOOL CATALOG SHEET — Described are two sets of Metric Sockets and attachments which meet a need of the professionals to service the mushrooming number of foreign cars now on the American highways. Proto Tool Co.,

Box 3519 Terminal Annex, Los Angeles 54, Calif.

300 VALVE CATALOG — No. 59 gives 29 pages of alphabetical valve listings, and also includes interchange list and numerical list. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa.

305 DUAL-PURPOSE TIRE REPAIR PATCHES — Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use — patches packed in handy dispenser cartons. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

307 TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS — New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

309 ACILLOSCOPE AND TUNE UP MANUAL — A new manual explaining operation of AC's new ACiloscope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.

323 BRAKE LINING — A new 16-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., New Castle, Ind. Attn: Sales Prom. Mgr.

324 DIFFERENTIAL LUBRICATION — Bulletins Nos. 15 and 17 discuss mechanical aspects of the differential and need for special gear lubricants. Also describes various designations given to differentials by auto manufacturers. L. Sonneborn Sons, Inc., 300 Park Ave., South, New York 10, N. Y.

329 AUTOMOTIVE EQUIPMENT CATALOGS — Describing the complete line of Graco automotive lube equipment, supplies and accessories. Covering supply pumps, overhead service reels, motor oil dispensers, portable equipment, ATF dispensers, undercoaters, bearing packers, transfer pumps, waste oil receivers, dispensing guns, control valves, adapters, nozzles, hand operated units, hose, hose assemblies and fittings. Write for catalogs 103 and 204, Gray Co., Inc., Graco Square, Minneapolis 13, Minn.

333 3M AUTOBODY REPAIR AND REFINISHING SYSTEM — Colorful 20 page booklet contains sections devoted to metal preparation, featheredging, masking, pre-paint sanding and the use of adhesives and sealers. Sanding and masking recommendations are also made for working with acrylic lacquers, etc. Also attention is given to special tools, such as molded discs, and disc pads, pressure-sensitive discs, cones, mandrels, and backup assemblies. Minnesota Mining & Mfg. Co., Dept. F/O-107, 900 Bush Ave., St. Paul 6, Minn.

336 NEW FILKO IGNITION PARTS CATALOG — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

342 CUT RADIATOR HOSE INVENTORY — from 500 preformed hoses to 8 stock sizes. Catalog gives detailed report on new Tubano Flexible, Expandable Radiator and Heater Hose, 8 sizes fit all American and Imported cars. Explains ease of installation, fitting. Absorbs motor vibration. Illustrates dealer wall racks, etc. Industrex, Inc., 60-01 Northern Blvd., Woodside 77, N. Y.

361 NEW "QUICK REFERENCE" GASKET CATALOG — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.



D. LYNN CHURCHWELL
SALES MANAGER
ERNEST HOLMES CO.

"ROAD-SERVICE is PICKING-UP with HOLMES WRECKER USERS"



HOLMES 525 MODEL

An all-purpose Wrecker with a rated 12 TON Capacity. Ideal for handling all cars and average size trucks. Has long range of operation and capable of performing wide variety of work. Fast, versatile and of moderate size for installation on a truck of 1½, 2 or 2½ Ton Capacity. Send Today for full details.

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Calls for WRECKER SERVICE at All-Time HIGH!

TODAY there are 73 million registered motor vehicles. This represents an increase of about 6 million more cars, trucks and busses than at the end of 1958. The addition of these vehicles to our already overcrowded streets and highways has *sharply increased* the number of calls for emergency Wrecker Service. The removal of the wrecked or disabled vehicles from congested thoroughfares is a job which, in the interest of public safety, calls for FAST, EFFICIENT work. To meet varying requirements for Picking-up and Towing, HOLMES Engineers have developed a combination of New and Improved units for the *fastest, safest means of handling every known type of "Road Emergency."*

HOLMES offers a wide choice of Wrecker and Towing equipment for Road-Service. There are 7 HOLMES Power-Operated WRECKER Models, all varying in price and ranging in size from 3 to 40 ton capacity. Send Today for full details on a combination of HOLMES Units that will enable you to cash-in on the Road-Service Profits NOW available in *your* community.

ERNEST HOLMES COMPANY

Chattanooga 7,

Tennessee



NEW PRODUCTS AND CATALOGS

600—Tire Changer

Featuring an air-powered bead breaker and air-powered wheel chuck, a compact tire changer, announced by Bishman Mfg. Co., Route 2, Osseo, Minn., will handle all wheels from 12" through 17½" and tires from 9.00 down to 4.00 cross section.

The bead breaker, powered by a large air cylinder, operates with the



tire laid on the base of the machine. The wide circle breaker shoe rolls the bead off and drops it into the center well with one stroke. The tire is then turned over and the operation repeated. When wheel and tire are placed on top of the machine, the same air cylinder operates the wheel chuck which locks the wheels securely. The air is supplied by the regular air hose and air chuck, which eliminates a permanent air line hookup.

Want more info? Use coupon on page 103 and you will get it!

601—Seam Sealer

"3M" car seam sealer, a non-hardening, medium-bodied sealer designed specifically for use in dealerships, body and glass shops, announced by Minnesota Mining and Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., is recommended for sealing windshields, body seams and other openings, attaching water-shields to doors, and sealing moldings and weatherstripping.

Product is said to aid in eliminating squeaking windshields and wind "whistles." Advantages claimed include permanent pliability, non-shrinking, easy application because of smooth consistency, easy clean-up with a dry rag, non-sagging, and a sturdy metal throw-away car cartridge that won't split in the gun. The cartridge has a stop-flo plunger that prevents car seam sealer from oozing from the tip, the manufacturer said. Applicator gun, designed

for the "3M" cartridge, will also accept all standard 1/10-gallon units.

Want more info? Use coupon on page 103 and you will get it!

602—Rubbing Compound

A rubbing compound especially made for use when compounding acrylic finishes, announced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O., is said to be suitable also for use on all lacquers and may be applied equally well as a hand rubbing or a mechanical wheel polishing compound.

Advantages claimed for the product include its white color, longer cutting range without gumming or loading of the polishing pad, reduced labor required per job because of faster cutting, less tendency to burn the finished surface, less polishing required.

Want more info? Use coupon on page 103 and you will get it!



YOUR HANDS are your most valuable tools
keep them in good "working" condition



To keep hands in good "working" condition, use DL—the hand cleaner that contains both LANOLIN and HEXACHLOROPHENE. DL not only cleans hands cleaner than anything else you can use, but also leaves hands soft, prevents the redness and chapping that leads to skin irritation. Hexachlorophene guards little nicks, cuts and bruises against infection!

DL is equally effective used with or without water!

For samples call your jobber or write us
Dept. MS-9-16

DL PRODUCTS, INC. Buffalo 4, N. Y.

Canadian Offices: 236 Norseman St., Toronto 18, Ont.

603—Tire Spreader

Produced in 2 models, a low-level, air-powered tire spreader, introduced by Bishman Mfg. Co., Route 2, Osseo, Minn., reportedly will handle even heavy tires without lifting or rolling up ramps.

The "No. 427" handles road machinery, heavy truck, bus, tractor and passenger car tires, while "No. 428" handles truck, tractor and passenger tires. Both feature 2 sliding rollers which keep tire vertical at all times, and a positive foot control valve which permits tire to be spread and held at any desired width. The larger unit—"No. 427"—has a 5" O.D. by 20" cylinder which can spread a 20-ply tire

with only 125 pounds of air, and can handle all tires, including a 14:00-20 ply. A limit stop permits handling smaller tires by limiting the stroke to 10". The truck limit—"No. 428"—has a 5" O.D. by 12" long cylinder which will spread a 12-ply tire with only 150 pounds of air, and can handle tires including 12:00-12 ply.

Want more info? Use coupon on page 103 and you will get it!

604—Truck Seat

The steel torsion bar suspension principle for smooth, comfortable riding is employed in the "Viking" truck driver seat, announced by Bostrom Corp., 133 West Oregon St., Milwaukee 4, Wis.,



which, because of its low silhouette, can be easily installed in cab-forward and cab-over-engine tractors.

Slim, horizontal torsion bar at rear of seat permits a 40% reduction in seat and base depth, it was claimed. In addition to increased leg room and steering wheel clearance, seat features contour-molded polyurethane foam cushions and replaceable vinyl seat covers. A built-in, double-acting shock absorber keeps seat level and smooth, preventing the "topping" or "bottoming" caused by chuckholes and other rough stretches of road, the manufacturer said.

Want more info? Use coupon on page 103 and you will get it!

605—Shock Absorbers

"Superide" replacement shock absorbers for all popular domestic passenger cars, announced by United Motors Service Division of General Motors, Detroit 2, Mich., feature a thin band of molded nylon surrounding the sintered iron piston, reportedly achieving better conformity of piston to cylinder for improved action.

The elimination of direct metal-to-metal contact extends the life of "Superide" as compared with conventional shock absorbers, the manufacturer said. Other features include "Posicontrol" fluid and valves for consistent performance over a wide operating temperature range, plus low-pressure, multi-lip sealing for double protection against leaks, all-welded construction and precision, long-wearing moving parts. Only 8 pairs cover more than half the cars on the road, it was claimed, while 16 pairs cover 78%.

Want more info? Use coupon on page 103 and you will get it!

606—Carburetor Kits

"O. K. Kits," a complete line of carburetor tune-up kits to service all popular makes of American cars and trucks built since 1950, announced by Rochester Products Division of General Motors Corp., Rochester, N. Y., are intended for off-car carburetor maintenance as a complement to present Rochester GM carburetor overhaul and clean-out kits.

Packaged with slide-out trays, kits include gaskets, pump plungers, needles and seats, float gauges, instruction sheets and other necessary parts for maintenance.

Want more info? Use coupon on page 103 and you will get it!

LOOK!!! 10 FREE CLAMPS*

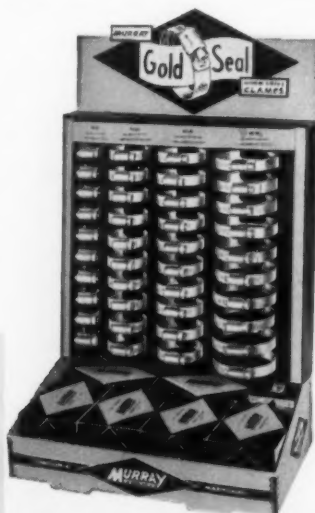
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to another
MURRAY
exclusive...the

"CLAMP-A-RAMA"

Spectacular
New "Full-View"
Hose Clamp
Display

Just reach out...pick off the clamp you want. Nothing could be easier. And remember, with each "Clamp-a-Rama" display, you get 10 Murray "Gold Seal" Clamps—FREE. They come packed right in! You get a total of 110 Murray "Gold Seal" clamps for the price of 100. Ask your jobber for details, or write to—

MURRAY COMPANY
TOWSON 4, MARYLAND



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Murray Messengers are now calling upon dealers coast-to-coast...handing out \$25 cash to any dealer who, when they call, is displaying the "Clamp-a-Rama"...or \$10 cash to each dealer who carries a stock of Murray "Gold Seal" Clamps. A Murray Messenger may call upon you at any time. So be ready...check your stock of Murray Clamps, and display the "Clamp-a-Rama" today.

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TOWSON 4, MARYLAND

Refinish Acrylics the easy way . . . with— new **A•L•E**

● All-purpose primer-surfacer

● All-purpose sealer



For smooth lustrous color holdout!

● **Designed especially for use over and under acrylic lacquers**, new DITZLER A•L•E Primer-Surfacer can also be used with enamels and nitrocellulose lacquers. Has exceptionally high solid content—needs fewer coats for proper filling. Feathers out without splitting or chipping around edges. Dries unusually fast. Can be sanded wet or dry without clogging paper. Excellent adhesion and color holdout. A•L•E is available in three colors—light gray DZL-3200, dark gray DZL-3400, and red oxide DZL-7200.

For highest-quality workmanship!

● **You'll be extra proud** of your refinishing when you use DITZLER A•L•E All-Purpose Sealer. This high-quality undercoat gives you excellent sealing, better adhesion, assures uniform color holdout and higher gloss of finish coat. It seals down sand scratches, prevents solvent penetration, reduces possibility of cracking around featheredges. Packaged ready to spray, DL-1891 Sealer needs no thinning, no sanding. And it dries remarkably fast. Works equally well with acrylics, enamels, and nitrocellulose lacquers.

● Try these time- and labor-saving materials on your next acrylic refinishing job. See the difference they make in labor and material costs and in customer satisfaction.

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PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

607—Electric Motors

Seven Delco general purpose motors, announced by United Motors Service, Division of General Motors, Detroit 2, Mich., are said to replace 166 electric motors previously required to meet most automotive heater, defroster and air conditioner applications.

The 3 6-volt and 4 12-volt units reportedly meet or exceed the maximum motor capacity of each motor they replace. Everything needed for installation is included in each motor package with full instructions. Motors are reversible, no shaft adapters are necessary and there are no additional parts to buy. The 7 motors are said to fit almost all GM heater-defroster appli-

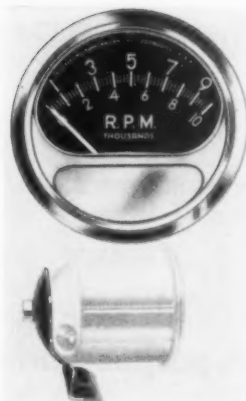
cations from 1946 through 1960 and most GM air conditioner applications from 1954 through 1960. They also fit many applications for Chrysler, Hudson, Nash, Rambler, Studebaker and Willys, according to the company.

Want more info? Use coupon on page 103 and you will get it!

608—Tachometer

"Model FZ" one-piece electric tachometer, introduced by Sun Electric Corp., Tachometer Division, 6331 N. Avondale Ave., Chicago 31, Ill., is said to accurately measure readings in the 8,000 to 10,000rpm range.

Measuring 2 9/16" deep (front to back) with large, easy-to-read dial, de-



vice is particularly adapted to use in hot rods, sports cars, dragsters and outboard marine motors, it was claimed. Chrome mounting bracket is available for top of instrument panel or steering column where tachometer cannot be set into dash.

Want more info? Use coupon on page 103 and you will get it!

609—Exhaust Parts Catalog

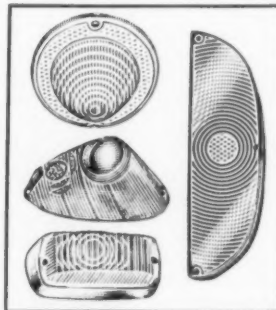
A total of 200 scale drawings of U. S. and foreign passenger car exhaust systems and an expanded numerical section are featured in the 148-page 1960 catalog published by The AP Parts Corp., Toledo 1, O. Approximately 20 pages of space have been devoted to the drawings. Numerical listing of exhaust system parts has been expanded to include all useful information on each part number, including popularity rating, weight, application data, car factory part number and complete specification data.

Want more info? Use coupon on page 103 and you will get it!

610—Replacement Lenses

Replacement plastic stop-and-tail and parking and back-up lamp lenses for foreign cars and for 1959-60 American cars, introduced by Auto Lamp Mfg. Co., 2909 S. Indiana Ave., Chicago 16, Ill., include 16 different numbers.

Eleven stop-and-tail lenses fit 6 groups—'59 Cadillacs, '60 Chevrolets,



'58-'60 Fords, '59 Oldsmobiles and Pontiacs, '58-'59 Ramblers, '58 to '60 Triumphs, MGAs, Jaguars and Morris Minors. Five parking and back-up models fit 1960 Chevrolets, '56-'59 Fords and '57-'59 Renaults.

Want more info? Use coupon on page 103 and you will get it!

A COMPLETE LINE OF TIRE GAUGES by ACME

ALL WITH NYLON BARS

PENCIL TYPE SERIES

No. 509
ILLUSTRATED

Calibrated
5 to 50 lbs.
in 1 lb. units

SERVICE TYPE SERIES

No. 540
ILLUSTRATED

Calibrated
10 to 120 lbs.
in 2 lb. units

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ILLUSTRATED

Calibrated
10 to 120 lbs.
in 2 lb. units

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SINCE 1915

HOW GOOD ARE YOU?

Can you make ten from these nine lines? ➡

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

110

Want more facts? Use Reader Service Card Page 103

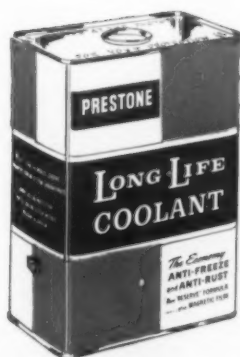
SOUTHERN AUTOMOTIVE JOURNAL for August 1960

ANNOUNCING

"PRESTONE" LONG LIFE COOLANT

NEW ECONOMY ANTI-FREEZE and ANTI-RUST

...a companion product to "PRESTONE" ANTI-FREEZE
...the world's most tested, most trusted anti-freeze!



*LIST PRICE: \$5.00 per gallon

*Fair Trade Price applicable in all states
having effective Fair Trade Laws.

From the makers of today's best-selling anti-freeze comes a new economy product. Although it sells at a premium price, it can mean long-run savings for the car owner whose cooling system is kept in tip-top condition at all times.

"PRESTONE" Long Life Coolant features, in addition to ethylene glycol, long recognized as the most effective anti-freeze base, famous Magnetic Film, plus a fortified "reserve" rust inhibitor formula. This new product is undiluted and can be used with any water. It gives superior and longer protection to all metals including the latest aluminum alloys. Tests made in the world's largest cooling system laboratories indicate that "PRESTONE" Long Life Coolant will protect as long as—or longer than—any coolant or fluid now on the market or announced for sale.

A Natural for the Service Dealer.

"PRESTONE" Long Life Coolant is designed for cooling systems regularly inspected and carefully maintained by a qualified dealer. The new product carries the famous "PRESTONE" guarantee for one full winter's use, but can give extra-long protection beyond the guaranteed period. However, after the first winter's use, the solution should be checked periodically for anti-freeze and anti-rust protection.

IMPORTANT: Remember, almost all automotive experts, including every Detroit car maker and the Society of Automotive Engineers, recommend a fresh fill every fall, and the famous "PRESTONE" guarantee is based on these recommendations. That means, for the vast majority of motorists, "PRESTONE" anti-freeze with Magnetic Film continues to be the surest way to prevent freeze-ups and engine burn-outs due to rust.

"Prestone," "Eveready" and "Union Carbide" are registered trade-marks for products of
UNION CARBIDE CONSUMER PRODUCTS COMPANY • Division of Union Carbide Corporation • 270 Park Avenue, New York 17, N. Y.



611—Heater Parts Assortments

Two heater parts assortments, introduced by O.E.M. Products Co., 5296 Northwest Highway, Chicago 30, Ill., are packed in sturdy display cartons featuring header signs with quick reference "locator" diagrams that indicate fitting, part or valve by stock number and carton compartment location.

"No. 8806" de luxe assortment contains 10 different types of heater shut-off valves, specific O.E.M. valves to fit Fords, GM and Chrysler cars, plus 6 universal steel valves and 2 universal brass valves. The "No. 8805" assortment contains 6 of the most popular numbers of heater parts and valves. In addition to O.E.M. shut-off valves, there are 10

GM brass nipples, 25 5/8" heater hose clamps, V-8 heat booster "Y" fittings and heater hose connection assemblies.

Want more info? Use coupon on page 103 and you will get it!

612—Maintenance Catalog

A 36-page, 2-color catalog describing in detail a variety of special tools and hydraulically-operated maintenance equipment used to service cars, trucks, tractors, construction and farm equipment, published by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn., illustrates a number of new tools in actual on-the-job application.

Want more info? Use coupon on page 103 and you will get it!

613—Oscilloscope

"Powerscope," an engine oscilloscope to measure and test ignition performance, announced by Bear Mfg. Co., Rock Island, Ill., is designed for use with the company's "Autorol."

The TV-type screen shows a true, unmodified pattern of the ignition cir-



cuit, it was claimed, including the complete firing line, and provides information on available and required coil voltage, plug firing voltage, ignition reserve, secondary insulation and the presence of secondary resistance. By watching the screen, the operator reportedly can check what he sees against normal performance patterns. Device is 14" high, 10" wide and 18" deep, and can be mounted on a bench or new mobile cabinet available from the company as extra equipment.

Want more info? Use coupon on page 103 and you will get it!

614—Body Filler

"Bodyman" body filler, announced by Jaycee Chemical Corp., Forest Road, Northford, Conn., features a cream catalyst that reportedly requires no kneading because of a special homogenizing process.

Product will not shrink and provides excellent featheredging, according to the manufacturer. Both catalyst and compound feature a different color to permit easier mixing, as well as a quick check on thorough mixing. A minimum of dust reportedly is produced when grinding or sanding because the heavier-than-air particles drop quickly to floor. "Bodyman" is odorless, non-toxic and non-irritating, it was claimed, and is fully flexible—not rubbery.

Want more info? Use coupon on page 103 and you will get it!

615—Floor Mat

Adaptable for both front and rear floors, a special floor mat for the Volkswagen, announced by Ace Rubber Products, Inc., 100 Beech St., Akron 8, O., provides door-to-door protection and reportedly can be easily removed for cleaning.

Made of heavy "live" rubber, mats fit over the center hump and can be used in any model. They feature a gold crest medallion and are available in blue, green, red, white, brown and black.

Want more info? Use coupon on page 103 and you will get it!
(More New Products on page 115)

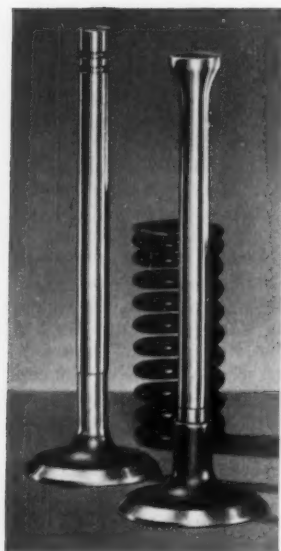


"I THOUGHT FOR A MINUTE WE WOULDN'T HAVE ENOUGH GAS TO GET HERE."

motor jobs turn out sweeter when you install . . .

Manley
airchrome valves
and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



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**ELECTRIC
DRILL**

CERTIFIED



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Electric Drills

When it's a SIOUX - you know what it will do!

The horsepower and torque for each SIOUX electric drill is rated, stated, and certified. You are not expected to buy just a drill. When it's a Sioux you know what it will do. See complete power specifications for each Sioux Electric Drill in the Sioux catalog.

SuperPowered **1/4" & 3/8" DRILLS!**

Here is super torque for the toughest jobs. And a speed for every need. Entirely new design has placed the brushes at the fan position at the front of the drill.

Advantages include easier inspection and replacement without disassembly of the tool, and cooler running. Catalog No.'s 1472, 73, 74 - 1/4"; No.'s 1477, 78, 79 - 3/8".

SALES CHAMP

SIOUX No. 1495 1/4" All Angle Drill

This exclusive Sioux design is a favorite of men who work with tools. It's the most convenient, rugged, fistful of power. It operates in restricted space where other drills can't be used. All around usefulness on the widest range of jobs make this sturdy, dependable No. 1495 one of the world's best drill buys.



ELECTRIC SCREWDRIVERS

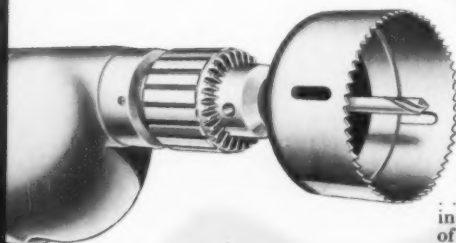
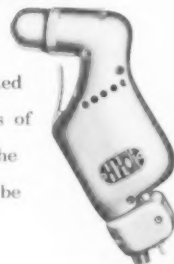
No. 260

On No. 260 Super Screwdriver, the operator controls the tightness with which a screw is set by the amount of pressure he applies. The 1/4" Hex Drive takes shanks for clutch head screwdriver bits, Reed and Prince, Standard screws, Phillips, and socket (Allen Type). On the No. 262 Super Screwdriver tightness is pre-determined by adjusting the clutch. Both models are equipped with reversing switch.



No. 242

It fits the hand, and operates in restricted space like no other electric screwdriver. It quickly drives or removes all types of screws. No. 242 has a positive clutch; the operator controls the tightness by the amount of pressure applied. No. 246 has an adjustable clutch, so that it can be preset for any uniform degree of tightness desired.



SIOUX *High Speed* STEEL HOLE SAWS

... cut holes from 5/8" to 6" in diameter, in any free machining material to a depth of 1 1/8". Alloy or stainless steel may be cut at slow speed. High-Speed steel teeth welded to chrome-vanadium body give maximum life and cutting ability.

Look Under **"TOOLS, ELECTRIC"**
in the Yellow Pages

ALBERTSON & CO., INC.
SIOUX CITY, IOWA, U. S. A.

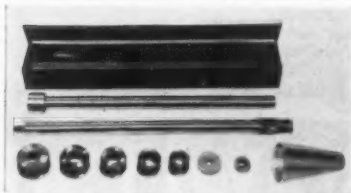
• AIR IMPACT WRENCHES • AIR SCREWDRIVERS
• ELECTRIC IMPACT WRENCHES • ELECTRIC SCREWDRIVERS
• DRILLS • GRINDERS • SANDERS • POLISHERS • FLEXIBLE
SHAFTS • PORTABLE SAWS • VALVE GRINDING
MACHINES • ABRASIVE DISCS.

New Products

(Continued from page 112)

616—Bearing Tool

"Model CM-85" camshaft bearing replacement tool, handling all cam bearings from 1.120" to 2.690", announced by Lisle Corp., Clarinda, Iowa, features an expander unit and 5 split driving plugs which reportedly make it possible to handle the complete range of



cam bearings without accessories or any additional equipment.

Four neoprene rings on each driving plug hold a bearing firmly in positive alignment for easier inserting, yet cannot damage the bearing surface, it was claimed. Complete outfit, including centering cone, comes in sturdy metal case.

Want more info? Use coupon on page 103 and you will get it!

617—Motor Oil Additive

Compounded expressly to solve problems associated with high-compression engines, "Life" motor oil additive, announced by Silool, Inc., 9 E. 45th St., New York 17, N. Y., when added to the crankcase with an oil change reportedly prevents sludge, varnish, gums and other products caused by oxidation, polymerization or thermal decomposition of the motor oil.

Product is said to fortify and bolster the lubricant, increasing its efficiency. Its use reportedly decreases oil consumption while keeping engine clean.

Want more info? Use coupon on page 103 and you will get it!

618—Tubing Tool Catalog

Showing over 75 different tools and kits for all tubing work—cutting, flaring, bending, reaming, swaging, pinch-off, refacing and sizing, a 32-page catalog published by The Imperial Brass Mfg. Co., 6300 West Howard St., Chicago 48, Ill., also contains complete data on miscellaneous items and service aids, such as test caps and plugs, air nozzles, blowers, machinery cleaners and drum faucets, plus 25 new items never before listed and 10 recently developed tools.

Want more info? Use coupon on page 103 and you will get it!

619—Bendix Brake Tool

"No. 300" universal tool to adjust all Bendix brakes, announced by Herbrand Division, Bingham-Herbrand Corp., Fremont, O., reportedly is designed to make it easy to reach blind and hidden locations and to provide ample leverage in close quarters.

With both a standard and a modified end, tool is said to be the first and only tool of its type. The modified end

is designed to clear the lower control arm of the ball-joint suspension on the 1960 Buicks, Chevrolets and Corvairs.

Want more info? Use coupon on page 103 and you will get it!

620—Valve Seat Inserts

A valve seat insert line, claimed to be the most accurately cataloged in the industry, announced by McQuay-Norris Mfg. Co., 2320 Marconi Ave., St. Louis 10, Mo., features simplified listings and complete application information, comprising 3 types—gray iron, hardened alloy and stainless steel.

Inserts are listed by number and by dimensions, the manufacturer said, making it easy to select the right in-

sert for the job. Box labels show I.D. and depth of seat, plus counterbore diameter of recess (cutter size). Gray iron inserts are packaged 12 to a box; hardened alloy and stainless steel inserts are packaged 6 to a box.

Want more info? Use coupon on page 103 and you will get it!

621—Tune-Up Chart

Listing specifications for all passenger cars, including 1960 models and compacts, a 20-page, indexed flip chart, announced by Guaranteed Parts Co., Inc., Seneca Falls, N. Y., also gives ignition service parts numbers for each car.

Want more info? Use coupon on page 103 and you will get it!

Every Car Manufacturer Advises:

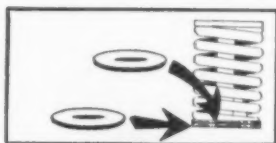
"Measure **VALVE SPRING TENSION** *... DON'T GUESS!!"*

Every mechanic should have his own kit . . .

Only the
Houser
GAUGE KIT

No. 665 KIT

Shows Exact Number of Shims Needed to Restore Valve Spring Tension and Height to Exact Original Specifications



No. 665 POCKET GAUGE KIT

2 LIFETIME STEEL GAUGES, easy-reference GAUGE SELECTOR CHART, covering all popular cars and trucks. Free Supplements will keep gauges up to date.

STOP GUESSING on Valve Spring tension adjustments! *Measure the precise amount* of metal lost in grinding or everyday engine wear . . . then replace the *exact amount* in Houser Shims. Guessing is dangerous . . . it can cause bent push rods, excessive cam shaft wear, damage to valves, loss of compression, speed and power.

NEW HOUSER GAUGE KIT instantly shows exact shims to use—takes only *5 minutes* for a complete, 100% accurate job. No need to dis-assemble.

Contact Your Jobber or Write Direct



HOUSER ENGINEERING & MFG., INC.
BLUFFTON, INDIANA

622—Office Building

Finished in 10-year-guaranteed aluminum siding, a pre-built office and sales building for automobile firms, developed by Midway Sales Corp., Grapevine, Texas, reportedly can be built on an assembly line considerably below the cost of conventional construction.

Fully insulated and finished on the interior in hardwood siding, building is available in various sizes, floor plans and interior arrangement of rooms—the smallest being 8' x 24' with 1 or 2 offices divided by walls, and the largest being 12' x 60', containing as many as 5 or 6 offices. Unit can be built and delivered in a few days after it is ordered, according to the manufacturer.

Want more info? Use coupon on page 103 and you will get it!

623—Tune-Up Center

"No. HT-900" portable service station tune-up center, announced by Herbrand Division, Bingham-Herbrand Corp., Fremont, O., is said to be complete in every respect, with no batteries, chargers or permanent hook-ups required and no special training needed to obtain accurate, professional results.

The de luxe style cabinet maneuvers easily on smooth-rolling casters, it was



claimed. It carries the company's new "HT-800" timing light, coil-condenser tester, generator-regulator tester, combination dwell-tach, compression gauge and adapters, remote starter switch, plus a vacuum and fuel pump gauge. Cabinet has 2 large drawers for ignition parts and an open shelf for starters and generators.

Want more info? Use coupon on page 103 and you will get it!

624—Specification Data

A "flash card" passenger-car specification service to speed testing and insure greater accuracy, offered by Sun Electric Corp., 6331 Avondale Ave., Chicago 31, Ill., reportedly provides complete car specification data needed for engine testing on one card by car make and model.

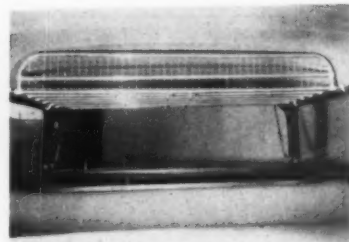
Card enables user to compare his test results with the car manufacturer's specifications at a glance. A handy file case, included with the service, can be mounted on the side of tester cabinet or can be kept conveniently on

mechanic's bench. A spring metal clip is mounted on the inside of cabinet top to hold cards. Service consists of a complete set of cards for model years 1956-1960, inclusive, and is a continuing one, with a set of cards to be furnished to subscribers each year.

Want more info? Use coupon on page 103 and you will get it!

625—Wagon Storage Rack

To keep seat and floor areas clear, 3 sizes of "Wagon Wallet," an inside storage rack for station wagons, announced by Space Methods International, 12752 Foothill Blvd., Etiwanda, Calif., reportedly will fit all popular wagons, while special sizes are avail-



able for foreign and compact cars. Constructed of lightweight aluminum tubing, device installs in the ceiling. Want more info? Use coupon on page 103 and you will get it!

WHY STEADY FLUID



Cut-away view of the Safety Reservoir at the top of the NEW MOOG COMMANDER (standard) and the NEW MOOG SHOCK-BUOY (heavy-duty) Shock Absorbers. Note: no fluid agitation.

626—Car Top Trunk

An all-metal weatherproof top trunk with locking doors on both sides, introduced by the Soderholm Mfg. Co., Worthington, Minn., is said to provide ample space for storage with absence of either wind noise or wind drag.

Loading and unloading convenience is provided by the large door openings on each side which place the whole interior of the trunk within easy arm reach. Doors are 29" wide by 9" high and are self-holding when fully opened. They are key locked in the closed position. Over 14 cubic feet of interior storage space reportedly is provided by the "Safari" and top bars are available as optional equipment for carrying

longer pieces. Length is 50", width 48", height 11½". Entire trunk and mounting gear is one compact unit. Legs are equipped with non-marring rubber pads and rigid hold-down grips have metal strap and screw adjustment which may be quickly secured, according to the company.

Want more info? Use coupon on page 103 and you will get it!

627—Spark Plug Analyzer

To provide an on-the-spot, quick reading of spark plug performance for car owners, a professional-size spark plug scope analyzer, introduced by The Electric Autolite Co., Toledo 1, O., reportedly provides a complete, detailed



ignition pattern on a big screen.

Worn spark plugs, deposit-fouled plugs and normal operating plugs are clearly indicated on the screen, it was claimed. In addition, ignition problems involving the condenser, cap, points, spark plug wire or other ignition trouble reportedly can be diagnosed. Contained in a plastic case, scope weighs 10 lbs. and is powered from the car battery, operating on either 6- or 12-volt DC systems. Electrical signals are picked up by attached connecting cables and transferred to the screen. Ignition pattern is then locked on the screen for close study.

Want more info? Use coupon on page 103 and you will get it!

MEANS STEADY RIDE

...in the New MOOG Shock Absorbers

Moog's modern design corrects the cause of shock absorber "fade."

Ordinary old-type shock absorbers have the fluid chamber mounted down on the axle where it gets the same bumpy ride as the wheel. This "egg-beater action" can quickly turn the fluid into foam... which slides through the valves too easily, defeating the purpose of the shock absorber. Riding comfort and steering control gradually "fade" away.

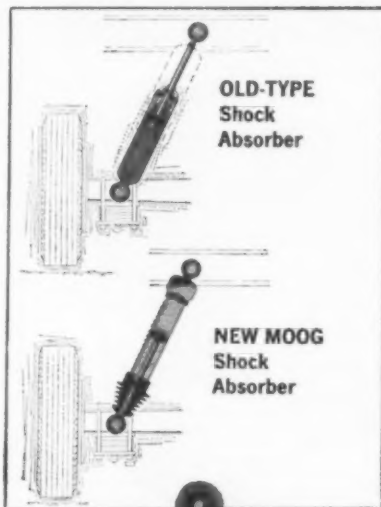
But the new MOOG Shock Absorbers have the fluid chamber mounted up on the frame. It gets the same smooth ride as the passengers. Reduces fluid foaming... ends shock absorber "fade." Passengers enjoy a safer, more comfortable ride.

- **SAFETY RESERVOIR** keeps air bubbles out of the shock absorber fluid, further reducing foaming. Surplus fluid in the reservoir also means longer shock life.
- **EXTRA-LARGE OPERATING BORE!** Both MOOG Shocks have ¼" larger bore than comparably priced models... and the bigger the bore, the better the shock!
- **TWIN "WIPE-DRY" SEALS** are guaranteed for 50,000 miles. Less fluid loss... longer shock life!
- **TRIPLE-WELDED MOUNTS** cut down costly comebacks due to broken welds.

When you sell MOOG
you sell the finest...
and the most profitable
for you! Contact your
local MOOG jobber or
distributor today.



Moog Industries, Inc.
St. Louis 33, Mo.



"Steady as
she goes!"



628—Battery

A light utility battery with aircraft-quality components, introduced by The Electric Autolite Co., Toledo 1, O., is designed for use with miniature cars, motor scooters, riding-type lawn mowers, garden tractors, small stationary engines and similar applications.

Construction features include a one-piece cover, corrosion protected inter-cell connectors, special separators, hard-rubber case and aircraft battery positive and negative plates. The "LU-7" is available dry-charged.

Want more info? Use coupon on page 103 and you will get it!

629—Brake Tools

"#290" master brake tool kit, introduced by K-D Tools, Lancaster, Pa., is said to contain almost every tool a mechanic needs to service Lockheed, Bendix and total contact brakes.

Ten tools are contained in 2 durable, transparent kits with button flaps. Set 288 contains shoe return spring tools for Lockheed and Bendix, shoe retaining tool for Bendix, wrench and brake adjusting tool, while set 289 contains brake wrench, hand brake adjusting tool, brake piston puller for Lockheed, "C" washer pliers for Lockheed and brake adjusting tool.

Want more info? Use coupon on page 103 and you will get it!



MOOG MEANS MORE UNDER-CAR BUSINESS

Ferman on Compacts

(Continued from page 37)

eign competition, discourage and throttle it. These little cars would be made available as a sideline. The American public would never forsake its demands for luxury, glitter, power and roominess. The proportion of compacts would be a mere token of total production.

The latest production figures I have seen have raised the proportion to 27%, with one manufacturer going as high as 40%, and the

growth of the compacts has just begun.

The average dealer was already besieged with growing problems when the first compacts left the assembly lines. The three well-defined price ranges of the popular, medium and luxury lines had broken down into a conglomeration of overlapping stripped and loaded models of each class, with added colors and added equipment combinations. Inventories, in many cases, rose above available facilities. The used-car market grew

top-heavy in proportion.

Then last fall the compacts arrived to superimpose their giant problems on those we had. Dealers who had compact lines were automatically placed in competition with themselves. Those without compacts were in a vacuum against the additional competition.

With a lower down payment and lower financing cost over a long period, the compacts were supposed to sell faster than standard models, but in addition to, not instead of, standard models. They sold, but only at the expense of many popular-priced standard cars, the late-model used-car market, a terrific devaluation of trade-in cars and, to the dealer, a lesser unit profit, a higher operating cost and a heavier inventory. The current shortage of

BODYMEN! SERVICE MANAGERS!

\$500 in cash prizes

for the best letter in 50 words or less, telling why

"I like BLACK MAGIC better than any other plastic mender because . . ."

PRIZES

- 1st \$200.00
- 2nd \$100.00
- 3rd \$ 50.00
- 6 Prizes of \$25.00

Costs Nothing to Enter

Open to all bodymen and service managers. Nothing to buy—no rhymes or jingles to write. Simply tell us in your own words, and from your own experience using BLACK MAGIC, why you like BLACK MAGIC better than any other plastic mender you've ever used.

Contest Open to All

Even if you've never used BLACK MAGIC—you're invited to try it now at our expense—so you can enter the contest. Simply send your name and address—and the name and address of your jobber (this must be included with your request for a sample) and we'll rush you a full 3/4 lb. sample of BLACK MAGIC free! When it arrives, test it any way you want—find out for yourself why BLACK MAGIC works better, and does a better job of repair than any other plastic you've ever used. THEN SEND IN YOUR CONTEST LETTER.

Here's All You Do!

Write a letter of 50 words or less, completing the simple sentence "I like BLACK MAGIC better than any other plastic mender because . . .". Spelling, wording, or neatness will not enter into it. In case of a tie for any prize, the letter with the earliest postmark will be declared winner. Judges' decision will be final; and all entries will become our property. Contest closes October 1, 1960; winners will be announced at a later date. Prize money will be mailed to winners October 15, 1960. Non-winning contestants will be sent "booby" prizes—so everyone gets something!

SWISS LABORATORY, INC., Cleveland 14, Ohio
One of America's Largest Independent Manufacturers of Body & Wire Solder

Full-Time Jobbers Representative Covering the South from Our Cleveland factory.
"PAT" SINEATH (Expert Bodyman)

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Shop Nurse says: "I like BLACK MAGIC better than any other plastic because there are NO fumes NO odor NO itch and 90% less dust!"



James L. "Jimmy" Ferman of Tampa, Fla., heads one of the oldest automotive businesses in the country, founded in 1895 by his father, the late W. F. Ferman. He is president-treasurer of Ferman Chevrolet Co., and president of Ferman Oldsmobile Co. Like his father, he has had or holds virtually every civic honor that his community bestows. He is King of Tampa's Gasparilla Carnival, similar to the New Orleans Mardi Gras; a trustee of the University of Tampa, a member of the Hillsborough County Port Authority and is active in many trade and welfare organizations.

mechanics was aggravated, and all these new headaches were the price of self-competition.

The public thinks of the compact as a single standardized type of automobile. That would be wonderful for dealers, if it were so. But the line of compacts my company handles (Corvair), for example, comes in 17 color choices, with two or four doors, in standard or de luxe models, with standard or automatic transmissions, and other combinations of equipment. This requires a substantial inventory of compacts over and above our necessarily heavy inventory of standard cars.

With the coming of the compacts, it is not unusual for a large dealer to find himself with a million dollars worth of automobiles, using all the vacant warehouse and lot space he can locate. The financing alone on this inventory, exclusive of any other overhead or operating expense, costs him around \$6,000 a month, or \$72,000 a year.

Up to now, through hard work and a rare feat of juggling compacts

against standard models, we have kept our sales balanced between the two, but storm signals are up for more trouble ahead as soon as next fall.

Then we shall see new lines of luxury compacts from makers in the medium-priced field. They, too, undoubtedly will have a full range of colors and equipment combinations to further complicate the established merchandising picture and bore deeper into the standard-car market.

Meantime, the compacts also have moved into commercial transportation, with pickups and light vans. There is talk of these expanding into heavier duty trucks.

All of this means a general downgrading of our former model and price ranges. For years, the average automobile owner has been stepping up his automobile purchases. Today the trend has been suddenly reversed. Our trade-ins on compacts have come from all price classes, including luxury models.

Stay Converted to Compacts?

A few compacts are appearing on used-car lots, but not in numbers enough to indicate whether their owners are staying with compacts or returning to standard cars. Other evidence suggests, however, that once an owner converts to compacts, he is apt to stay converted.

A number of compacts have been sold without trades for second cars, an ideal transaction, but even these sales have dangerous implications. Most were bought in lieu of standard models, and most likely instead of late-model used cars. Some families who started with a compact for a second car move on to two compacts. I have not seen a compact second car swapped for a standard model.

The compacts may have blunted some of the few early makes of the foreign competition, but at the same time they have broadened the foreign competitive offerings. A year ago fewer than half a dozen foreign makes were being sold in any quantity in Tampa. The number has more than doubled today from Germany, Sweden, Holland, France, Italy, England and Japan. The over-all foreign sales have risen.

Hindsight is useless in trying to analyze the current situation. What if American manufacturers had not joined the foreign battle? We would have been engulfed with equal or greater competition. Separate franchises for compacts is not the answer either. The standard-car dealer is still entitled to some factory as-

sistance and protection.

Radical changes in automobile distribution methods appear to me to be inevitable. Will compacts replace the present popular-price standard cars, luxury compacts take over the medium-price field and leave only standard cars in the luxury range? In other words, are we going to shift entirely to standard and luxury compacts except in the highest price range? That has been done in Great Britain and Europe. It is not improbable here.

Or, are we going to continue an

ever-increasing obliteration of price range lines with more makes and models? The industry has shaken out multiple and duplicating models before. It could happen again.

Naturally, I do not know the ultimate outcome. I haven't heard of the man who does. If anybody knows the answer, it is the public, and the public is still widely divided between compact and standard sizes.

Meantime, until the answer is developed, I have great hopes for the future. The compacts are a challenge.



Paid for by extra profits earned by Jenolizing!

Imagine you at the helm of your own boat... skimming briskly across a nearby lake, chugging slowly across your favorite fishing spot.

And the delightful prospect is—you can do just that with the extra profits Hypressure Jenny® can bring you! Many dealers across the nation are buying luxuries for themselves and their families with the terrific earnings they make with Jenolizing, a unique steam cleaning and waxing process.

Send us the handy coupon. Find out how easily you can get into Jenolizing... how quickly you can start making bonus profits that pay off in new benefits for you and your family.

New—New Homestead Multi-Job Washer washes cars, cleans motors... does many other jobs. Only \$325.00



HOMESTEAD VALVE MANUFACTURING COMPANY
Hypressure Jenny Division—Corasopolis, Pa.
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517 Jarvis Street, Toronto 5, Ont. C.S.A. Approved)

Ben Gay makes \$173 a week EXTRA

Ben Gay, owner of Ben's Carter Service in Portland, Oregon, does a general service station business including small repair jobs. Since January, 1959, when he purchased a Model 750 Hypressure Jenny, he has averaged \$173 BONUS business for just 21 hours work a week!

Send me full information on Jenolizing: "Bulletin AEP-1" and full details on the new Homestead Multi-Job Washer.

Name.....Title.....

Company.....

Address.....

City.....Zone.....State.....



TIME SAVERS

Removing the Starter On 1958-60 Lincolns

REMOVAL of the starter on 1958-60 Lincolns according to instructions calls for removal of the right exhaust manifold and right motor mount. The job, however, can be done without so much labor.

Remove the exhaust pipe flange nuts on both sides and remove flat pan under transmission. This will allow the exhaust pipe to drop sufficiently for the starter flange to clear it. Next remove starter bolts and from underneath the car work starter out toward the front and past the motor mount. On cars equipped with the Multi-Luber front system lubricator, it will be necessary to unbolt the Multi-Luber from

the engine block. That, however, is a simple matter and is much easier than removing the manifold.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Providing a "Third Hand" To Light Work Area

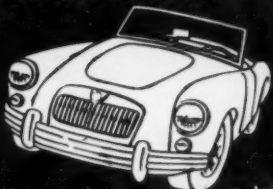
WHEN working in a dark area where one hand is needed to hold the tool and the other to brace one's body, a "third" hand is needed to hold a flashlight for illuminating the area.

To provide that third hand, use a strong rubber band to hold flashlight to working arm, as shown in illustration. If working arm is bare and the rubber band is heavy, use cardboard to prevent band from



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**FOR ALL
IMPORTED
CARS**



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replace over 500 preformed hoses.
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Your sales will really start and profits run smoother when you deliver these highest quality, trouble free, replacement parts. Every item developed to operating perfection through years of research and experience.

Prutrex Coils—more dependable ignition power for every European vehicle.
Enzberg Points—in convenient packages to fit all imported cars.
Electrica Condensers—Guarantee longer ignition life for imported vehicles.
Schweizer Fuses—made to French, English and German specifications.
Meiilor Gaskets—Complete packaged assortment or individual gaskets for all imported vehicles.
Super Leone Heavy Duty Vises—the most revolutionary vise in weight/strength ratio available for shopwork.

Write today for full price information and the complete product and profit story. See us at the NAAP Show, Booth #133, Las Vegas, Nev., September 12-15, 1960 and the AAMA Show, Booth #470, New York Coliseum, Jan. 30-Feb. 2, 1961.



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Woodside 77, N. Y.

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Combines four motor oil additives into one balanced concentrate of three top blends

No other lube oil on the market — at any price — can compare with this top-level 8% detergent and zinc inhibitor . . . 10% Viscosity — Index improver . . . 2% 100,000 P.S.I. anti-wear metal smoother . . . 80% narrow cut.

Insist on World's Best Lubricant

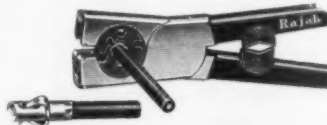
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NOTE—Simplicity of this Tool.
It cuts and strips the cable. Also
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cutting into skin.—Glen F. Stillwell, 340 Ninth Street, Manhattan Beach, California.

To Test Bendix Starter Before Installation

ALTHOUGH it is common practice to test starters which have been repaired with a battery before installing them on a car with the Bendix-type drive, the gear will run into engaged position and on most of them will lock there and cannot be released by hand, making installation very mean on some cars.

To prevent this, wrap two or three layers of friction tape in front of the gear while testing and don't forget to remove tape before replacing starter on the car.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Ky.

Ventilating Hammer Handle for Easier Gripping

THIS simple modification to a hammer handle will make it much easier and comfortable to use when your hands are sweaty or greasy.

A series of small holes (about 1/8" in dia.) are drilled crossways through the handle in the area where it is gripped. A long drill is then used to drill lengthwise into



the end of the handle to provide further air passage.

The small holes in the grip are next countersunk slightly to smooth up the edges and provide larger indentations which give a bonus advantage of improving the non-slip characteristics of the grip.—H. J. Gerber, 1604 West 8th, Stillwater, Okla.

To Keep Tester Wires Out of Danger

WHEN engine scope analyzers are not equipped for keeping lead

wires out of fan blades or from lying on hot engine manifolds while in use (in some cases heat from the radiator will cause tester to read inaccurately), we have found a condenser clip and a welding rod approximately 14" long will do just fine as a wire holder.

After wires have been placed inside the clip, form a hook at each end of the rod and, in most cases, it can be hung from the hood at the latch while testing.—James E. Stone, 88 Pine Street, Paintsville, Kentucky.

**MORE
COMFORT**

**MORE
VALUE**

**WHEN
YOU
BUY**

**JEEPERS
CREEPERS**



"MODEL C"
"LIFETIME" CREEPER

The standard of quality. Practically indestructible. Comfortable plastic-covered headrest. Rolls easily on big 3-inch wheels.



MODEL "J"
ECONOMY MODEL

A Sturdy, low-priced lightweight creeper. Comfortable headrest. Big 3-inch wheels for easy rolling, yet very low-slung.

See the complete Jeepers Creepers Line

**AT YOUR
JOBBER'S**

JEEPERS CREEPERS BY Lisle

Lisle Corporation
Clarinda, Iowa

By the Manufacturers of
Lisle Automotive Tools,
Hydraulic Brake Parts,
Brake Cable Assemblies,
and Original Equipment
Components for the Aircraft
and Automotive Industries

Spare That Radio Cable!

(Continued from page 51)

by wire spreaders, clamping cables too tightly, poor distributor point adjustment, etc., were the main sources of trouble. Pontiac has been using T.V.R.S. cable since 1950, and at the start of this program 99% of the cables returned to engineering from the field were found to be satisfactory. Newly-designed assembly tools have reduced even this small percentage of trouble in the cable itself.

Does T.V.R.S. cable cause spark plug fouling? No, it does not.

When resistance is added to the circuit, the degree of fouling is not accelerated, but the amount of fouling that can be tolerated is reduced. High-speed fouling is a condition that is difficult to eliminate, but low-speed fouling can usually be corrected by a little fast driving. In such cases a change to a hotter plug is indicated.

If T.V.R.S. cables do not cause the fouling, what does? Many factors, engine design, fuel, etc. Some

ignition specialists considered that a high-compression engine could cause fouling simply because it was a high-performance engine, and therefore the manufacturer used cooler plugs for the average driver of a motor vehicle.

When fouling is a problem, should copper core cable be installed to replace the T.V.R.S. cables? Absolutely not.

As previously explained, the resistance cable has nothing to do with plug fouling. When changing the cable seems to correct the trouble it is usually found that other changes were made at the time the substitution was made. The plugs were cleaned, sometimes the simple removal and replacing of cables cleaned the terminals, or any number of changes corrects the malfunctioning, at least temporarily.

Watch That Replacement

When a T.V.R.S. cable is found to be at fault, it should be replaced with T.V.R.S. instead of copper, so the car radio reception or TV reception will not be affected. Otherwise spark plug gap wear will be increased and other possible breakdowns of components may occur.

What resistance in ohms gives satisfactory suppressing? An ignition system can tolerate up to approximately 20,000 ohms without any malfunctions. When all components are in perfect condition, even higher resistance may be tolerated, though generally 10,000 to 20,000 ohms being selected as the top design objective value.

Does T.V.R.S. cause misfire or power loss? No, resistance in the cable will have no effect on misfire or power loss. Usually these complaints arise from some other source such as a weak coil, gap in terminal or cable, broken conductor in the cable caused by rough handling, or the conductor may have burned away from the end terminal which would cause excessive resistance in that lead.

Over what frequency range is T.V.R.S. cable effective for adequate suppression? Frequency in radio ranges from 550 to 1,600 kilocycles and TV frequency from 30 to 300 megacycles. T.V.R.S. is also effective in the frequency range used by fishing fleets, highway patrol, fire engines, two-way radio truck operations, taxicab service and others.

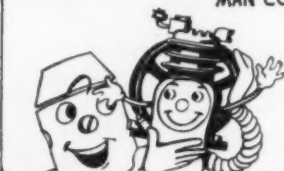
While resistance cables of different values are made for special application, the T.V.R.S. cable's resistance runs 4,000 ohms per foot resistance, plus or minus 1,000, and is the cable generally used by car manufacturers.

BIRTH OF A NEW CHAMPION

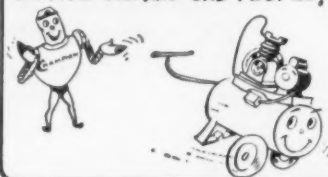
ALL OF HIS FATHER'S BEST TRAITS:
BUILT-IN AIR FILTER (INTERIOR
WON'T CLOG!) SWEDISH STEEL
VALVES (STRENGTH)



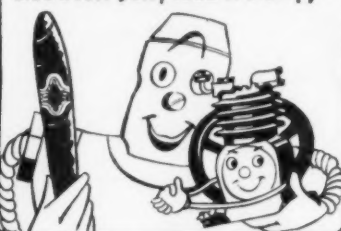
LOTS OF POWER (UP TO 2 HP.
GASOLINE OR ELECTRIC.)
SMALL, BUT OH MY! MORE AIR PER
STROKE! CLEAN-QUIET-AND COOL
MAN COOL!



MY LITTLE COMMANDAIR
GETS AROUND EASILY ON HIS
OWN LITTLE PERAMBULATOR!
RIGHT AT HOME AROUND AUTO-
MOTIVE OIL AND GAS PEOPLE!



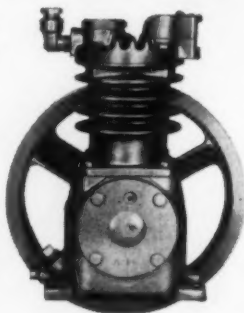
YES SIR CHAMPION FATHER!
CHAMPION SON! HAVE A CIGAR!*



THE ALL-NEW COMMANDAIR

Some new baby! Light weight models range from ¼ to 2 Hp. Aluminum rods and pistons. Totally enclosed crankcase seals out dirt. Smaller dimensions, but more air output per stroke. Built-in air filter (exclusive!) eliminates foreign matter in air intake. Built-in muffler. Wheel and handle kit makes pump portable. Accessories available for every job of spraying, greasing small tool operating, tire inflating—hundreds more uses!

*Yes—have a cigar! Write for full information and your free smoke. It's our pleasure!



CHAMPION

PNEUMATIC MACHINERY CO.

899 North Pleasant Street • Princeton, Illinois



President Lamson

Friction Institute Reelects Lamson

GEORGE S. Lamson of L. J. Miley Co. has been reelected president of Friction Materials Standards Institute.

Vice president is Richard A. Riley of World Bestos, and Harold Hodson of the Marshall-Eclipse Division of The Bendix Corp. is treasurer. Harriet G. Duschek is secretary.

Directors include Frank T. Gatke of Gatke Corp., William J. Vachout of Molded Materials Division of Carlisle Corp., James L. McGovern, Jr., of Raybestos-Manhattan, Inc., S. Arthur Smith of Silver Line Brake Lining Corp. and Wade E. Canfield of The S. K. Wellman Co.

AWDA Swells Ranks By 24 Members

TWENTY-FOUR companies were admitted to membership and affiliate membership in the Automotive Warehouse Distributors Association at a recent board of governors meeting.

New distributor members include Auto Parts Warehouse Co. of Columbia, S. C., and P & M Supply, Inc., of Tampa, Fla.

Affiliate manufacturer members are Acme Quality Paints, Inc., of Detroit; Alondra, Inc., Los Angeles; Arrow Armatures Co., Spartanburg, S. C.; Detroit Aluminum & Brass Corp., Detroit; The Dole Valve Co., Morton Grove, Ill.; The Electric Autolite Co., Toledo, O.; Flower City Specialty Co., Rochester, N. Y.; Kimco Auto Products, Inc., Memphis, Tenn.; McCord Corp., Detroit; Mark Line Co., Division of Triple A Specialty Co., Chicago; Raybestos Division of Raybestos-Manhattan, Inc., Stratford, Conn.; Sterling Aluminum Products, Inc., St. Charles, Mo., and Western Automotive, Chicago.

Guaranteed Parts FIELD REPORT

"Ace" Marsteller, Owner
Bailey's Crossroads Service
Alexandria, Virginia, says:



**"I added \$4400 to my volume in one year
with the Guaranteed Parts Merchandiser Program!"**

**"What's more, the Guaranteed
Program has me equipped to
handle any ignition problem."**

**"Guaranteed's complete line sets me up
for ignition service on trucks, sports cars,
lawn mowers . . . anything! I've taken
on a full-time tune-up man and he'll
be busy . . . because I've found that
ignition business is big business!"**

Get the FULL STORY

- Free cabinets to dealers with purchase of parts.
- Complete catalogs and tune-up data on all types of engines
- Sleek, all-white cabinets look the part of super-service
- Tune-up banners and sales aids aimed at your customers

For details on all Guaranteed Parts Merchandisers, get this free manual from your nearest Guaranteed Distributor. Or, write to:



GUARANTEED PARTS CO., INC.

SENECA FALLS, NEW YORK

Lifts: Steppingstone

(Continued from page 53)

partment really is.

"People are impressed by modern equipment," Walston said. "We believe in letting them know that we have it."

And Witt added: "How you treat the customer has a lot to do with whether or not you can sustain a volume of business. With our operation we have to maintain that volume."

"Nothing makes people madder

than buying something and then discovering they can't get service where they bought it. We believe in servicing our new-car customers for the life of the car.

"We also go a step further. We remind our customers by mail when it is about time to service their cars.

"No car can be any better than the service that it gets. We know that if a customer is satisfied with our service we have a potential customer for a new-car sale. This results in an interesting and profitable



W. S. Edwards, Jr. (right), of Birmingham, Ala., will be nominated for the Saturday Evening Post 1960 Benjamin Franklin Quality Dealer Award by the Birmingham Automobile Dealers Association, according to Association President Jim Skinner (left) of Jim Skinner Ford. Presentation of the 1960 award will be made at the annual meeting of the National Automobile Dealers Association in San Francisco next January. Edwards, described by the Birmingham group as Alabama's oldest Chevrolet dealer, is president of Edwards Chevrolet Co. He was recently reelected for a sixth consecutive three-year term as NADA director for his state. During this time he has been regional vice president, a member of the executive committee and national secretary.

WHY DO SERVICE SHOPS PREFER ARROW?



Why? Because in every industry there is one company whose products are preferred . . . never because they are the cheapest . . . but rather because the products and the company have earned a reputation for value.

To be preferred, a product has to offer the best value . . . and it is usually priced competitively. This is to be expected because a product which is in demand sells in volume, and as volume increases, quality standards can be improved while costs are reduced.

But when manufacturers give extra discounts or sell at "bargain" prices, the difference has to come out of the product . . . out of its quality . . . out of its value.

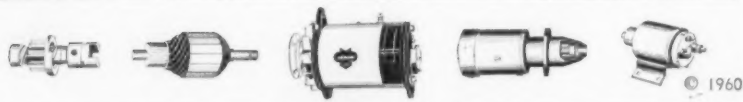
A good company constantly builds better value into its products. That's why Service Shops prefer ARROW Generators. And that's why the best Jobbers stock and sell ARROW Generators, Starters and other electrical units. They like Arrow quality and the way Arrow does business.

They know Arrow's reputation for dependability is the result of specialization . . . more than 25 years of rebuilding electrical components only. And they profit from Arrow's good reputation.



ARROW ARMATURES COMPANY

BOSTON 34, MASS., SPARTANBURG, S. C.



cycle: the service-department customer becomes a new-car prospect, and the new-car purchaser immediately becomes a customer for our service department."

The growth of Friendly Chevrolet has been impressive. John Witt and his partner, F. M. Late, of San Angelo, Texas, bought the former Parrish Chevrolet Co. in 1956. In less than four years they have brought it to its present eminence as a sales leader.

The former location, on Mockingbird Lane, near the Dallas silk-stocking district, provided ample space at the start. But a combination of youthful ambition, sound business principles and a high code of ethics soon had the old location bursting at its seams, as Friendly Chevrolet moved from ninth place to first place in North Texas new-car sales.

The move to Lemmon and Inwood, where there are 80,000 square feet under one roof, gave the company space to grow in—and growing it still is.

Kansas-born John Witt, general manager and co-owner of Friendly Chevrolet, has been associated with the automobile business for the past ten years and knows it from the ground up. Originally a new-car salesman for an Albuquerque, N.M., dealership, he spent three years



Joseph Gilbert has been elevated to secretary and general manager of the Society of Automotive Engineers from assistant general manager, a post he held for more than three years. Gilbert succeeds John A. C. Warner, who had held the post since 1930 and who will continue as an advisory consultant. Since joining the headquarters staff 14 years ago, Gilbert has had experience in almost every phase of the Society's work, beginning his career in the publication division. He was formerly managing editor of the SAE Journal.

with Chevrolet Division before returning to Roswell, N.M., as sales manager for a Chevrolet dealership. Four years ago he decided to go into business for himself. An aggressive salesman and an ardent champion of service, he is constantly on the alert for any new merchandising ideas.

Walston, a native Texan, has been with Friendly Chevrolet since Witt took over in 1956. Before joining Friendly Chevrolet, he was for four years in the service department of Chevrolet Motor Division in El Paso and Dallas—and also attended the General Motors Institute in Flint, Mich.

It was Walston who recommended that twin-post lifts be used in quantity at the new service department. With Witt's approval he put into operation the present, smooth-flowing "production line" system, under which each mechanic is an expert who specializes in one type of service to the exclusion of all others in the shop.

The Walston system moves along at full speed. The 20 lifts keep inspections and repairs moving at a modern rate; the dispatcher constantly keeps tabs on every car and Witt and Walston see to it that each customer gets treated like a long-lost brother.

And if, as John Witt insists, service is the key to sales, the result speaks for itself: from ninth to first place in Dallas in three years.



Prove Proto's Klik-Stop® Yourself!

Tighten a Klik-Stop® on your finger.



Now try to turn its Golden Knurl. You can't. Because the weight of the suspended handle alone keeps it locked. That's why the harder you pull, the tighter it locks...*automatically*. That's why Proto's Klik-Stop is safest to use. It won't change when laid aside; doesn't need resetting every time you go back to the same size fitting; it locks where you set it...*automatically*. Yet, when not under pressure, this same golden knurl turns smooth as silk to adjust to any opening size. Use it like an ordinary adjustable wrench. No buttons or gadgets to push. Saves you from busted knuckles and more serious accidents. Klik-Stops available in 4", 6", 8", 10", 12", 16" & 20" sizes—heavy Chrome or Black Industrial Finish.

All Proto Tools...more than 2,172 of them...are guaranteed to do their job. At your Proto Dealers, including Hardware, Builders Supply and Auto Parts stores all over the country.

2207 Santa Fe Avenue, Los Angeles 54, California
507 Allen Street, Jamestown, New York
1707 Oxford East, London, Ontario, Canada



Valiant Issues Bulletin On Rear Axle Seals

VALIENT has issued the following bulletin on rear axle inner and outer seals:

When rear axle shaft seals are to be replaced to correct a leak condition, it is important to examine the axle shaft in an effort to determine the cause of seal damage before the new seal is installed.

In some instances it has been found that seal damage was caused by sharp edges, nicks or spiral tool

marks left on the shaft at the time of manufacture. Inasmuch as oil seal damage can quickly recur if such an axle shaft is reused, it is recommended in instances where an oil seal is to be replaced due to oil leakage that the procedure outlined be carefully followed when installing the replacement seal:

1.—Determine if the leakage is coming from between the axle shaft and seal, or between the seal and the axle housing.

2.—Inspect axle shaft finish in the seal contact area for spiral tool



Ernest R. Breech, who took over the board chairmanship of Ford Motor Co. over a decade ago and directed its reshaping for a decidedly improved financial position, retired last month. The top executive now is President Henry Ford II, grandson of the founder, who brought Breech into the company just after World War II.

GREENFIELD . . . TAKES ON VELLUMOID

Ft. Worth Concern Adds Gasket Line

Ft. Worth, July 15—Mr. Neal Greenfield, president of Neal Greenfield Sales Company, has announced that effective immediately Greenfield will handle the complete Vellumoid line.

The Vellumoid Company of Worcester, Mass. is one of the world's foremost manufacturers of gaskets and gasketing materials for the automotive aftermarket.

As one of the Southwest's largest automotive warehouse distributors, Greenfield will maintain a complete stock of Vellumoid gaskets and roll Vellumoid. Greenfield's broad coverage on other key parts lines, modern facilities and stock control system, make possible overnight service to automotive jobbers in Texas, Oklahoma, Arkansas and Louisiana.

THE VELLUMOID COMPANY

Associated with
DEWEY AND ALMY CHEMICAL DIVISION
W. R. GRACE & CO.
WORCESTER, MASSACHUSETTS

marks or other surface imperfections. Slight scratches or nicks can be removed by using .320 emery paper, then crocus cloth, to polish the seal contact area of the axle shaft. Polishing should be in the direction of rotation and not spirally. If the imperfections cannot be effectively removed, the axle shaft should be replaced. Always use new oil seals.

3.—Any nicks or burrs on the inside surface of seal counterbore in the housing should be removed. (Damage to O.D. of original seal retainer will be evident if burr exists.) When leakage is found between the oil seal and axle housing, coat the axle housing to inner seal mating surface with a non-hardening type sealer.

4.—Excessive axle shaft and play can also contribute to oil seal leakage even if the seal is satisfactory. If end play is not within the specified .013"-.023", it should be adjusted to approximately .018".

Note: Always use the seal protecting tool when removing or installing an axle shaft.

Oldsmobile Will Double Engineering Facilities

PLANs for the construction of a 232,000-square-foot engineering building on a site facing its present engineering building in Lansing, Mich., have been announced by Oldsmobile Division.

Construction will begin late this year, according to J. F. Wolfram, Oldsmobile's general manager, with a projected completion date of early 1962. Wolfram added that the building will more than double the division's engineering facilities.

Kentucky Dealers Named To Regulate Industry

MEMBERS of a nine-man committee named by Commissioner Foster Ockerman of Kentucky's Department of Motor Transportation to assist him in establishing rules and regulations providing for adequate enforcement and compliance of the state's motor vehicle act regulating dealers, distributors, wholesalers, etc., are:

Ray Ellis of Harrodsburg, Harry Holder, Jr., of Owensboro, O. C. Jordan, Ben F. Long and Robert Ryan of Louisville, James R. Madon of Pineville, H. K. Taylor of Morehead, C. M. Williamson, Jr., of Hopkinsville and Ed Zimmer of Covington.

First meeting of the committee was attended by George M. Catlett, general counsel for the Kentucky Automobile Dealers Association, and Lew Ullrich, KADA managing director.

A number of other states have similar regulatory bodies for car dealers.

Safety Committee Names Roche and Hathaway

New board members of the Auto Industries Highway Safety Committee are James M. Roche, vice president in charge of distribution staff of General Motors Corp., and Earl B. Hathaway, vice president of The Firestone Tire & Rubber Company.

Roche succeeds W. F. Hufstader, recently retired from General Motors, who had been a member of the board since 1948 and its chairman from 1952 to 1954. Other automobile manufacturer members are: Roy Abernethy, vice president—automotive distribution and marketing, American Motors Corp.; Charles F. Moore, Jr., vice president of public relations and advertising, Ford Motor Co.; S. A. Skillman, vice president and general manager, Studebaker-Packard Corp., and J. B. Wagstaff, vice president of Chrysler Corp.

Chrysler Appoints Wichert

Appointment of James L. Wichert to succeed James C. Cowhey as director of advertising and sales promotion for Chrysler and Imperial Division has been announced by C. E. Briggs, corporate vice president and general manager of the division. Wichert joined Chrysler as a district manager in Flint, Mich., in 1946.

Moore of NADA Gets National Chamber Post

JAMES C. Moore, executive vice president of the National Automobile Dealers Association, has been appointed to the association committee of the Chamber of Commerce of the United States.

As a member of the committee, Moore joins a group of 40 association executives and leaders representing a wide range of business and industry. His duties will include advising the national cham-

ber's directors in the development of activities and services aimed at increasing the effectiveness and efficiency of trade and professional associations.

Condon Retires at Chrysler

John T. Condon, division director of dealer relations for Chrysler Corp., has retired after 44 years of service in various executive capacities with the corporation and its predecessors. Condon had held his latest post since November 1951.

**NOW YOU CAN STOP...STOP...STOP
ROUGH IDLING***



FILT-O-REG

FILTERS the fuel...REGulates pressure

FILT-O-REG will make any gasoline engine run better...prevent vapor lock...stop stalling in traffic and freeway jams...smooth idling. And, rough-idling "compacts" will stop shaking when you install a FILT-O-REG.

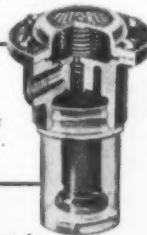
*** Use a Positive Control
FILT-O-REG
Fuel Pressure Regulator**

This fully U.S. Patented device has aircraft precision regulator mechanism and famous Bendix-Skinner fuel filter. You'll like the way **FILT-O-REG** controls pressure and filters the fuel, ALL IN ONE COMPACT UNIT. It takes up less space than an ordinary filter or strainer, alone. And, it will take you only a few minutes to install **FILT-O-REG** in the fuel line between the pump and carburetor. **FILT-O-REG** is factory set at a fixed pressure. You don't have any adjusting to do.

With **FILT-O-REG** installed, you can "FINE TUNE" the toughest, roughest motor instantly. Save yourself *lost labor time* on annoying comebacks for tune-up readjustments...complaints of rough idling after you have done a major tune-up. With **FILT-O-REG** installed motors stay tuned longer.

You'll satisfy more customers with your first service job for them. They'll send you more referrals because of your expert motor tune-up services.

SAVE YOUR FULL SERVICE PROFIT on every job. Don't waste it on extra labor for work you can't bill to your customers.



REMEMBER THAT NO FILTER ALONE CAN DO THE JOB. IT TAKES A **FILT-O-REG** COMBINATION REGULATOR AND FILTER TO ELIMINATE AND CORRECT THE MAJOR CAUSE OF ROUGH IDLING... FUEL SYSTEM OVER-PRESSURE.

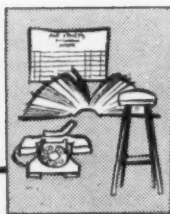
Catalog and Dealer Price List on Request

MANUFACTURED BY ALONDRA, INC., LOS ANGELES 19, CALIFORNIA, Webster 4-3424

*Order your FILT-O-REGs, today
from your Parts Jobber*

START INSTALLING FILT-O-REGs NOW





SOUTHERN JOBBERS and FACTORY MEN



Some of Wood's long-time, main-store employees—all active in community affairs—are (l. to r.): Bill Etheridge, John Butler, Claude Gammill, Henry Cooper and Edwin "Speedy" Wilson, store manager. Strong employe relations have been stressed.

Personnel } They're Profit } the Same!

By HOMER C. KING
Manager, Wood's Automotive, Inc.
Natchez, Miss.

BY MAKING each employe a true partner in its business, Wood's Automotive has been able to survive a disastrous fire, two deaths and a retirement of top executives in seven years.

I recount this brief history because SOUTHERN AUTOMOTIVE JOURNAL believed that Wood's experiences might be helpful to similar small independent wholesalers in their employe relations.

The basis of any success we have had is our early recognition that personnel and operating problems

are synonymous; by the same token, that personnel and profits are synonymous. In both cases, one has a contributory effect on the other.

Those are simple, widely-known facts, but it is surprising how few of us use them as practical business guide lines. When we set out to boost sales volume, to reduce selling costs, to provide better service, to meet growing competition, or to handle any other such challenge, we often fail to look to qualified, trained, loyal, dependable personnel as a starting point.

Fortunately for Wood's, its founder, the late Mr. Bernard P. Wood, had the foresight to recognize the great importance of personnel, even in a small concern, when he established the business with Irvine H. Anderson in 1933. He inaugurated at the outset a policy of profit sharing with all his associates, and making them realize their responsibilities of partnership. That policy has been followed and expanded ever since. It is the one thing that has kept us in business through our difficulties, and has developed our hope for a much brighter future.

In Natchez, a historic old city of 24,000, rapidly becoming industrialized, we are at the hub of a wheel of increasing territorial rivalry. We are at the center of a circle of wholesalers within 100 miles of us at Jackson, Vicksburg and McComb, Miss., Monroe, Alexandria and Baton Rouge, La. Outside of these, there is an outer ring of specialty houses in the larger cities of New Orleans, Memphis and Shreveport. We must hustle constantly for our volume.

Although it was started at the depth of the depression, our little business had only normal ups and downs until fire destroyed our building in 1953. With the help and interest of our personnel, we were able to reopen just three days later in a temporary location. We were back at our rebuilt, improved permanent site in less than five months.

A year later, Mr. Wood passed away. He left his business interest to his widow and their son, Bernard P. Wood, Jr., with whom I continued to serve as manager.

Mrs. Wood passed away in 1958 after an extended illness. Her estate succeeded to her son, then in college, who is actively entering the business this summer as president.

Mr. Irvine, our co-founder, retired from active business last year.

I recite these details with my deepest and genuine respect, only to give proper meaning to the matchless, loyal cooperation and assistance of our 17 employes, a majority of whom have been with us for ten



The main store was rebuilt after a disastrous fire.



This suburban branch has helped lift over-all volume.

years or longer.

How have we assembled such fine, qualified personnel? How are we trying to keep them?

Through partnership.

First, we are willing to pay promising beginners a little more than the local average of comparable starting salaries. Except for salesmen, on an additional commission arrangement, we guarantee them 50 hours of work a week, with ten of those hours classed as overtime for payment at time and a half.

We pay the full 50-hour weekly scale during periods of illness. We give paid annual vacations after one year with the company.

In addition, we have a liberal profit-sharing and retirement program, administered by our bank. To this the company annually contributes a percentage of net profit for division among employees with us three years or longer, in amounts based upon their individual earnings and length of service. Retirement benefits at 65 are computed on the same basis. Thus, our employees can

normally expect increased benefits with each year of service.

And that isn't all. We treat employees as partners in every respect. Our management consults its key people on all its major policies or projects. They are kept informed on company problems and progress. They are invited, whenever possible, to all business conferences and discussions in which management participates. All of us get together frequently at fish fries, barbecues, family parties and other such events.

Personnel in responsible jobs are given all freedom possible to accomplish their assignments in their own way. They come and go much as they please. The privilege never has been abused.

Three of our men have keys to our building. They use them often on company business for the company's benefit. A salesman, for example, can save valuable time by coming in directly from the road at night, process rush orders and be well on his way to deliver them before business hours next morning.

Mention of this practice often causes raised eyebrows by persons who tell of problems of disappearing merchandise. That definitely has not happened to us, and I don't believe it can be properly attributed anywhere to the class of personnel who have our keys. On the contrary, delegation of trust is a management tool that inspires greater employee responsibility. It is an attitude of management that employees appreciate and respect.

When a man or a woman comes to work for Wood's we make certain that they become aware of these policies. Then we start immediately to encourage them to take an active interest in community relations. We make them realize and appreciate that they are a real part of our business, that their personalities are a reflection of their company, and vice versa.

They become, in effect, walking advertisements for Wood's Automotive. They become proud of this association. One of our men heads a local high school athletic association. Another is a locally renowned golfer. Several are prominent in fraternal and civic groups. We are always well represented in charity drives, civic observances and celebrations. Our president, the junior Mr. Wood, is king of the famous Natchez Pilgrimage, a spring festival that draws thousands of visitors from all parts of the country. Each of our personnel is a recognized leader in his or her church.

Naturally, our personnel incentive program costs money, but it is well worth the expenditure. Without it, I am sure we would not be in business today. We would have defaulted to our competition long ago. Because of the program, our sales have increased steadily, and it has recently enabled us to establish our first branch in a growing suburban industrial section. Moreover, our

This organization is flexible. Here Manager King fills in as a counterman.



good employe relations have led us through a trying decade into a brighter period ahead.

We see many evidences of improvement in the position of the independent wholesaler in automotive distribution. The most significant of these are the returning recognition by manufacturers, the enormous increase in automotive fleet operation and growing industrial automotive use in the South.

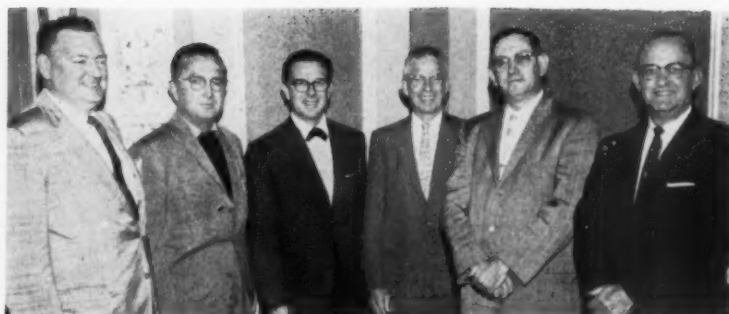
It is well known that after World War II some manufacturers forgot about their wholesalers. As we used to say in the Air Force, we were cut out of the pattern.

Some manufacturers were selling to every Tom, Dick and Harry. And Tom, Dick and Harry were retailing at wholesale prices. Frankly, we were unable to provide our usual services and meet that type of competition. We even dropped a couple of major lines for that reason alone.

But times are changing. The retailer needs all his capital and effort to push his major lines—tires, petroleum products, or whatever they might be. Manufacturers are realizing that their self-competition in sales to both wholesalers and retailers holds no future for their products.

So, our market is growing. We know wholesaling. The retailer doesn't. The retailer does not have the facilities or ability to cope with warehousing, inventory control, obsolescence and other wholesaling problems.

Let me say, too, that I believe many wholesalers also are changing their ways. They are shying away from the temptations of unrelated merchandise and getting back to the strictly automotive business. A case in point is our attempt to stock and sell small engines. We made money on small engines, but it was at the expense of the time and effort we lost on our bread-and-butter automotive lines.



Among the participants in the Topeka meeting were (l. to r.): Richard A. Melvin, executive assistant, ASIA; Ralph Albertson of Kingsley-Wagner Motor Supply, Hutchinson, Kan.; Idris Regnier of Regnier Automotive Parts, Concordia, Kan., who was named temporary president; Poncho Oatman of The Walter Tips Co., Austin, treasurer of the Automotive Wholesalers of Texas; G. C. Morris, executive director of AWOT, and Paul Woolwine of Woolwine Supply Co., Pratt, Kan., who was chosen temporary vice president of the new association. Photo at bottom shows the group which met to consider forming the organization.

Kansas Kicks Off

KANSAS has joined the states which have recently created associations of wholesalers.

The newly-formed Automotive Wholesalers of Kansas elected its temporary board of directors June 29 at the Jayhawk Hotel in Topeka.

Wholesalers from all sections of the state attending a meeting to hear the benefits of a state association outlined by Richard A. Melvin, executive assistant, Automotive Service Industry Association; G. C. Morris, executive director, Automotive Wholesalers of Texas, and Poncho Oatman, The Walter Tips Co., Austin, Texas, treasurer of AWOT.

The speakers explained the advantages of working together to obtain information and representation for their individual welfare, as well as the procedural workings of a state association and the many tangible and intangible benefits available to members.

The temporary directors and officers elected included Idris Regnier, Regnier Automotive Parts, Concordia, president; Paul Woolwine, Woolwine Supply Co., Pratt, vice president; W. C. Sargent, Kansas Rebabbiting Co., Inc., Wichita, secretary-treasurer; Fred Haase, The Motor Service Co., Salina; Lawrence Jarvis, Jarvis Auto Supply, Winfield; James Lacy, Lacy Auto Supply, Topeka, and James Steward, Machine Supply Co., Garden City.

Also in attendance were the following wholesalers: Ralph Albertson, Kingsley-Wagner Motor Supply, Hutchinson; L. A. Garnett, Jobbers Automotive Warehouse, Inc., Wichita; John Gerardy, Gerardy Supply Co., Inc., Atchison; Claude C. Grove, Orvil W. Carter, Inc., Coffeyville; Claude Harrelson, Harrelson's Auto Parts and Equip-

(Continued on page 132)





Arkansas Creates State Group

THIRTY-EIGHT jobbers and distributors voted at a mid-June meeting in Little Rock to create a state wholesaler association in Arkansas.

After hearing from officials of the Automotive Service Industry Association and the Automotive Wholesalers of Oklahoma the good points to be expected from a state body, the assemblage named this tempo-

rary board of directors, chosen on a geographical basis:

Central Arkansas—Earl Rogers of Rogers Auto Supply, Conway; K. V. Browne of Crow-Burlingame, Little Rock, and Ed Smitherman of Auto Parts & Bearings, Inc., Hot Springs.

Northwest—Don Turney of Continental Auto Supply, Harrison, and Mark Hanna of Hanna-Gray, Fort

Smith.

Northeast—Winston Rice of Rice Auto Parts, Augusta, and Preston Eddy of W & R Motor Supply, Searcy.

Southeast—Ed Bonner of Bonner Auto Parts, Camden, and A. C. Stover of Stover Auto Supply, El Dorado.

Southwest—Don Dawley of Auto Parts & Supply, Arkadelphia, and B. C. Gray of Motor Parts Co., Malvern.

Temporary officers elected by the board are Ed Smitherman, president; B. C. Gray, vice president, and Earl F. Rogers, secretary-treasurer.

A study of services and procedures will be undertaken by the temporary board for the benefit of all Arkansas jobbers. Smitherman said that suggestions would be welcome from everyone. Another full-scale meeting will be announced for the near future.

Benefits of a state association were discussed by Richard A. "Rick" Melvin, executive assistant, ASIA; Tom Payne, executive secretary, and D. Wayne Sledge, president, Automotive Wholesalers of Oklahoma. John M. Yantis of Motive Parts Warehouse, Fort Smith, chairmanned the meeting.

Most of those present volunteered to contribute \$50 to help defray the costs of organization.

Arkansas is only the latest in a series of states which have created associations. A meeting was held at Richmond last month to develop further plans for a state-wide gathering to create a Virginia organization. Southern states especially have developed their own associations.

K-D Lamp has been added to the lines of Standard Service Parts, Inc., Dallas, Texas, according to L. A. Macbeth, general manager.

These groups kingpinned the Arkansas meeting. Temporary officers and directors appearing below are (l. to r.): seated, C. E. Bonner of Camden, Ed Smitherman of Auto Parts & Bearings, Inc., Hot Springs, president; K. V. Browne and Mrs. Sue Eby of Little Rock and Don Dawley of Arkadelphia; standing, Don Turney of Harrison, Preston Eddy of Searcy, W. C. Rice of Augusta, B. C. Gray of Malvern, vice president; Earl F. Rogers of Conway, secretary-treasurer, and John M. Yantis of Fort Smith. Mrs. Eby was a proxy for A. C. Stover of El Dorado and Yantis was a proxy for Mark Hanna of Fort Smith. In bottom photo appear the men who helped to stage the meeting (l. to r.): Richard A. Melvin and Jack Ruth of the Automotive Service Industry Association, John M. Yantis, Tom Payne, executive secretary of the Automotive Wholesalers of Oklahoma, and AWO's president, D. Wayne Sledge of Duncan.





"The fleet's in!" Here you see the delivery equipment anchored at home base at Standard Service Parts, Dallas, Texas. The firm, established in 1919, has just enlarged its shop equipment by adding a third crankshaft grinder. It specializes in rebuilt exchange motors and machine shop service of all kinds. H. L. Macbeth is president and L. A. Macbeth is general manager, secretary and treasurer.

Kansas Kicks Off

(Continued from page 130)

ment, Inc., Olathe; Douglas Jasper-son, Auto Parts Co., Inc., Topeka; Furman S. Howson, Kansas Rebab-bitting Co., Inc., Wichita; John W. Pribble, Lamb Automotive Supply Co., Salina; Odell Shaw, Machine Supply Co., Garden City; Dean Stranberg, Stranberg Auto Parts, Inc., Topeka; Virgil Strobel, Scheu-fler Supply Co., Great Bend, and W. E. York, Jr., Jobbers Auto-motive Warehouse, Inc., Wichita.

The temporary board will meet to consider the plans for a mass meet-ing to explain specific services to be offered to all interested wholesalers throughout the state. Program ideas are welcome and should be submit-ted to W. C. Sargent, secretary-treasurer, AWOK, c/o Kansas Re-babbing Co., Inc., 318 South Wichita St., Wichita 2, Kan.

Crow-Burlingame Names Browne President

CROW-BURLINGAME Co. of Little Rock, Ark., has elected K. V. Browne president, succeeding W. Robert Crow, who became chair-man of the board.

E. Fletcher Lord, who has been with the firm 22 years, has been named vice president in charge of public relations, advertising and sales promotion and real estate leases. Browne joined the company in 1926 as an inventory clerk. Later he was salesman, store manager and purchasing agent before becoming a vice president in 1951. For the past two years he had been presi-dent of another firm, Parts Ware-house, Inc.

Crow and the late J. G. Burlin-game, with others, founded the company in 1919, employing eight to ten persons. The organization has expanded to 41 locations with 2,500 employes.

Ditzler paint has been added by Auto Electric Co. of Ponca City, Okla., according to partner Leonard Staint.

NO OTHER BRAKE LINING CAN COMPARE WITH **WORLD BESTOS** FOR SAFE STOPPING POWER AND TROUBLE-FREE SERVICE



—says Robert J. Friedel, Manager,
AUTOMOTIVE BRAKE SERVICE CO., St. Louis

"No other lining can compare with World Bestos' safe stopping power and trouble-free quality. There's no noticeable fading, even under abnormal conditions. World Bestos dry mix formulas not only withstand heat better and stop better . . . they are easier on brake drums. It is not unusual for our customers to get 50,000 miles on one set of World Bestos linings."

Automotive Brake Service Company has handled World Bestos brake lining and blocks since 1946. The company employs 12 brake specialists and provides a pick-up service to fleets, garages, dealers and other brake specialists throughout the St. Louis area.

Call your World Bestos Distributor or write direct to World Bestos for full information and prices.

WORLD BESTOS NEW CASTLE, IND.

"WORLD'S FINEST
BRAKE LINING"



Copyr. 1960, World Bestos



H. C. "Skip" Stivers

AP Parts Corp. Buys Heckethorn Mfg.

PURCHASE of the Heckethorn Mfg. & Supply Co. by The AP Parts Corp. of Toledo has been announced by AP President Paul Putman.

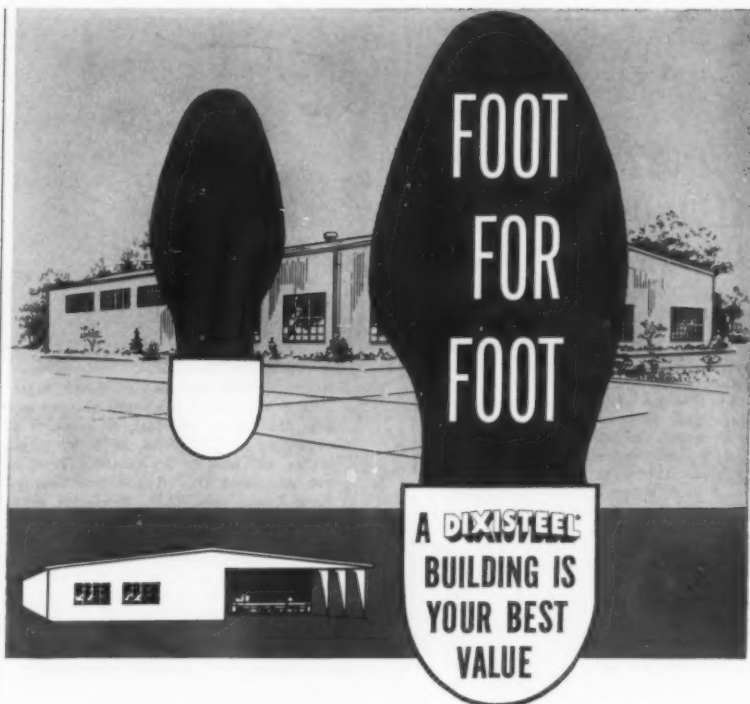
The Heckethorn organization is now a subsidiary of AP, Putman said, and will confine itself to all shock absorber manufacturing and to selling original equipment. The Kool Kooshion Co., owned by Heckethorn, will continue its present sales and manufacturing activities, he said, adding that both subsidiaries will remain at Dyersburg, Tenn.

A third newly-formed subsidiary, The Columbus Parts Corp., has assumed all aftermarket sales activities on Columbus shock absorbers, with headquarters for sales, warehousing and shipping in Toledo.

H. C. "Skip" Stivers, formerly sales manager for AP, has been elevated to the newly-created post of director of replacement sales. In this position he will direct over-all replacement sales.

Other personnel changes have advanced Kenneth M. Richcreek, formerly northeast regional manager for AP, to sales manager; James W. Balough from midwest regional manager for AP to sales manager for The Columbus Parts Corp. T. C. "Ki" Carlin will continue as vice president in charge of sales for The Kool Kooshion Co., with headquarters in Dyersburg, and Richard J. Zimmerman has been named advertising manager of The Columbus Parts Corp.

Former AP advertising manager Albert Joseph has been appointed to the newly-created post of director of advertising and will be responsible for over-all advertising and public relations.



Owning a beautiful, modern DIXISTEEL Building constructed to meet your own requirements is cheaper than renting space that barely gets you by!

Most of these can be erected on your foundation for less than \$2 per sq. ft.

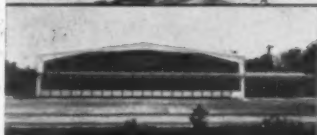
Any Size or Type

There are over 150 standard units in the DIXISTEEL line. Any height, width, depth, or type with 1½/12 or 4/12 roof pitch. Just tell us what your needs are and let us come up with an idea and a price, both of which will make you happy.



ATLANTA, GA.—This combination office and warehouse has 30,000 sq. ft. with a 20 ft. eave height. Basic unit is Dixisteel Lo-Line LRF 10020 x 300.

**CHEAPER
THAN
RENT**



BILOXI, MISS.—This modern bottling plant and office has 24,000 sq. ft. with 20 ft. eave height. Basic unit is Dixisteel Lo-Line LRFC 10020 x 240.

**PAY ON
EASY
TERMS**



ST. PETERSBURG, FLA.—This fabricating shop and show room has 11,200 sq. ft. including 20 x 80 paint shop. The basic unit is a Dixisteel Lo-Line LRFC 8014 x 120.



Steel Building Division

Atlantic Steel Company

P.O. Box 1714, Atlanta 1, Georgia • Trinity 5-3441

Clover



VALVE-GRINDING and LAPPING COMPOUNDS

The standard for over a half century for mechanics who know the importance of perfect seating of auto-engine valves. Clover Compound, invented and patented by the founder of Clover Manufacturing Company, was the original and still is the leader in the automotive field—and used throughout the world. It is available in grease-mixed and water-soluble types.

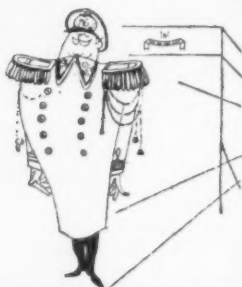
Clover Abrasives are made for hard use in busy shops. Check these Clover products, too, for dependable service: Clover Fibre Discs, Mechanics Rolls, Commutator Rolls, Waterproof Sheets, and a complete line of Coated Abrasives. Regional warehouses mean quick deliveries to any point.



Order from your distributor or write to:

Clover Mfg. Co.

Norwalk, Connecticut • Since 1903



INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900



Heads of five well-known Texas firms met at Houston recently to discuss with Gulf & Western Corp.'s top management their plans for statewide expansion. The five companies, all Gulf & Western subsidiaries, grossed \$17,000,000 last year, according to T. F. Plant, of Houston, chairman of Gulf & Western's executive committee and host to the meeting. From left to right are: seated, Jack Inglis of Houston, president, Gulf Automotive Supply, Inc.; Basil Ryan of El Paso, president, Car Parts Depot, Inc.; D. L. Naylor of Wichita Falls, president, Auto Spring & Supply Co.; E. C. Beard of Dallas, board chairman, Beard & Stone Electric Co., and Sam Suravitz of Houston, president of Beard & Stone; standing, Jay Hagerman of Huntsville, president, Wood Tire & Supply Co.; John H. Duncan of Houston, president, Gulf & Western; Plant; T. H. Neyland, Jr., of Houston, treasurer, Gulf & Western, and Wallace Brown of Houston, vice president, Gulf & Western.

Greenwood, Miss., Store Holds Annual Outing

AN ANNUAL party, held by D & N Auto Parts Co. of Greenville, Miss., at the Grenada Lake Camp of its president, Louis Post, attracted 127 persons.

Fourteen employees have been with the company over ten years. Oldest employe is Leon Logan, a veteran of 25 years, while Victor Whitehead, general manager and

buyer, has been with the firm 24 years and Mrs. Helen Hicks, bookkeeper, 17 years.

Hastings Elevates Conte

Alfred C. "Al" Conte has been elevated from special representative on new distribution for Hastings Mfg. Co. to eastern divisional sales manager, succeeding Dick Duval, who was promoted to assistant sales manager earlier this year.

For Sensational Improvement in
Carburetor Performance, Install

The **MASTER**
Neoprene
FLOAT VALVE

Positively Stops Flooding... Smooths Idling... Increases Gas Mileage!

4 OUT OF 5 CARS need this tiny precision part that makes such a B-I-G difference in performance! Easy to install... pays off handsomely in customer satisfaction and service profits (\$3.50 parts sale plus labor). For all popular cars and trucks—including '60 models.

Complete Satisfaction Unconditionally Guaranteed!

PARKER BROTHERS, INC.
807 East 8th • Tulsa 20, Oklahoma

See your jobber or write for information and price.

Carl Kennedy (left) of Tuscaloosa is the retiring president of AWAA. New officers are (l. to r.): Sam Meadows of Montgomery, president; Irvin F. Siegal of Birmingham, vice president; W. G. "Jake" Woolfolk of Montgomery, re-named treasurer, and John W. Rooney of Montgomery, the executive secretary. Attendance totaled 130.



Alabamians Calculate Costs Of Making Deliveries

WHAT does it cost a jobber to make deliveries?

The 22nd annual convention of the Automotive Wholesalers Association of Alabama was told at Dauphin Island June 26-28:

By James A. Fisher of Montgomery—Records were kept six years ago and it was found that deliveries cost 70 cents per stop—not per trip—on deliveries in Montgomery. (Eight stops on a complete trip would then cost \$5.60.)

By Frank A. Johnston of Birmingham—A driver and a truck, counting all costs, including incidentals, cost \$512 a month.

By W. T. "Bill" Campbell of Sylacauga—"As best as we can figure it, it costs us 50 cents per delivery."

A resolution was adopted memorializing the late E. D. Henley of Birmingham Electric Battery Co., who was president of AWAA in 1951.

Speakers on the program, including participants in several panels, included: J. L. "Jack" Wiggins, executive secretary of ASIA; Sam Meadows of Montgomery, who reported on the association's growing activity in training high school boys for the automotive field; W. E. Waddy and Joe Blue of Anniston, A. K. McClure of Gadsden, M. D. "Buck" Taylor and Truman Southwell of Andalusia, E. J. Arata, Paul A. Peck and Lyman O. Weaver of Mobile, W. Hobart Henderson and Ed Siegal of Tuscaloosa, James C. Cade of Eufaula, Don B. Jones of Opelika, N. Gillis Cammack, III, of Selma and J. R. Williams of Decatur.

Aside from the officers, the directors of AWAA are George Rogers of Birmingham, James C. Cade of Eufaula, W. H. Johnson and A. M. "Red" Barton of Tuscaloosa, Hoyt Bramblett of Scottsboro, Larkin C. Jones and Billy Nunn of Montgomery, Joe A. Blue of Anniston, Roy S. Jones of Selma and Roy Clotfelter of Gadsden.

An elaborate entertainment program featured the fun side.



HANG UP THIS

RACK UP THESE

Make a quick buck and a fast friend



Sell each vacation-bound customer a Pacco Flow-trol... factory-adjusted for most standard cars.

He'll recognize the advantages in his first day's driving—improved performance... better mileage... easier hot starting.

Get this handy 12-pack at your Pacco Jobber's now. Pick up these easy sales that mean extra profits.



PRECISION AUTOMOTIVE COMPONENTS COMPANY
Manchester, Mo.

52% Report Higher Sales Figure; Ad Program Spurs One's Business

HEALTHY increases as the summer began growing long pants helped wholesalers over the South and Southwest to show better overall sales volume for this year, according to replies to a questionnaire mailed to 350 jobbers.

Fifty-two per cent last month said their sales were higher than for the

same period of 1959, while 30% reported a downturn—usually only a few percentage points at best—and 18% listed the same volume.

Extremely rough weather early in '60 left a deep scar on many jobbers' books which has been difficult to erase.

A seasoned Georgia wholesaler

said his volume had climbed 24% despite the heavy (and unusual) ice storms which hit his section a few months ago.

"We have conducted an extensive advertising program this year along with a planned sales program. We credit our increase to this largely," he said.

Sales of more equipment and "greater effort" got the credit for the ten per cent rise reported by a well-known Florida West Coast firm.

An Alabamian whose volume was about the same complained:

"Some manufacturers are selling large retailers on a direct basis. There is general price cutting by some competitors, especially in sealed beams and universal joints."



The line that insures your profit dollars with guaranteed performance

BLACKSTONE

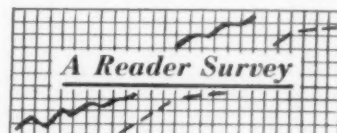
**PRECISION ENGINEERED
AUTOMOTIVE PRODUCTS**

- Fuel Pumps and Repair Parts
- Shock Absorbers
- Voltage Regulators
- Oil Pouring Spouts
- Compasses



**BLACKSTONE
MANUFACTURING
Co., INC.**

4630 W. HARRISON ST.
CHICAGO 44, ILLINOIS



An Oklahoman reported his sales up five per cent and then added:

"Slowly and slowly jobbers must add new merchandise, new sales ideas, new methods of operation which will bring more customers to his door. This old man's idea of staying in parts only is out, or am I wrong?"

A veteran Alabama jobber said his sales were up ten per cent, but so was his cost of operation.

"For every \$100,000 worth of sales, net profits are off about \$1,000 compared with last year's figures," he observed.

The sales manager of a New Orleans firm reported his sales down nine per cent and then added:

"Collections are worse than a year ago. So many of our associates report the same condition, yet the publications continue to show reports of good collections, increase in business, etc. What's the big secret?"

A Texan whose sales were off five per cent reported, though, that "conditions seem to be taking a more firm stand."

And a Kentuckian said that while his volume for the year was off a bit, "June was very good—in fact, the best June we have had."

Sales were off three per cent for an upstate South Carolinian, but his shop work was up around five per cent. "We should work harder," he commented.

From New Mexico, which has been skyrocketing with new population and industries, came a report of a drop-off in sales of 20%.

Simplify Body Repairs With New MasterBond!



- ✓ Easy to Use
- ✓ Saves Money, Sets Hard

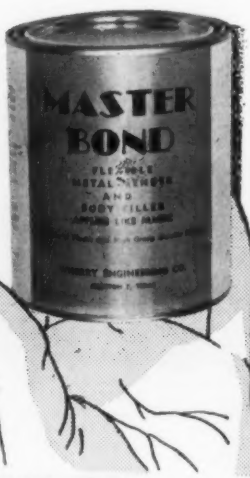
Master Bond is the result of years of research. It is made from the finest ingredients known. It applies like putty—with no elaborate equipment needed—and hardens like steel. It mixes easily, sets faster AND STAYS PUT.

Ask your jobber about Master Bond today, or write for free folder and price list.

WHERRY ENGINEERING CO.

3617 WASHINGTON

HOUSTON, TEXAS





Kenneth W. Maxwell, a veteran of 30 years' sales experience in the automotive aftermarket, has been appointed director of sales for Grizzly Brake Division of MarPro, Inc., succeeding H. H. Swain. Maxwell joined MarPro in 1945 as northeastern divisional sales manager for Maremont Muffler Division. Prior to his present appointment he was assistant director of sales for Grizzly.

MEMA Cites Warnings In the Financial Wind

SOME warning straws in the financial wind were cited last month by Motor and Equipment Manufacturers Association. It reported:

"MEMA has just released its 19th annual survey of automotive wholesalers' financial statements. Extra copies of this survey are available and may be had free of charge by any manufacturer requesting it. It reflected volume growth by a 5% cross-section of our market, incorporating as it did the annual reports of 410 wholesalers in our field.

"Annual sales for those customers of our members aggregated \$185,943,296, suggesting an industry volume rise to above \$3,700,000,000. Net earnings last year also showed some slight improvement and it was gratifying to see that there were indications of higher retention of profits.

"While it is true that the analysis of these financial reports, which because of the regularity of cooperation admittedly leans toward the more stable accounts, suggests a continued healthy industry in general, all was not sunshine and roses. There are clouds on the horizon which are indices to the wise or cautious credit man and recommend the need for a careful review of the over-all credit picture as a preparatory measure to guard against a tightening situation over the period ahead.

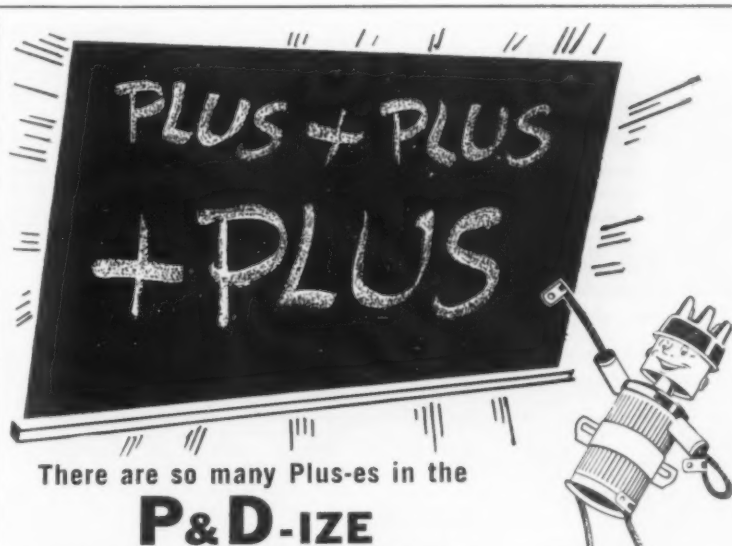
"Take a look at the picture from another angle! The current ratio has

steadily declined since 1953 when it stood at 3.97. It dropped below 3 to 1 for the first time this year. This adverse trend also is true of the relationship of worth to debt. At the beginning of 1954, automotive jobbers had \$3.50 for every \$1.00 they owed. At the start of 1960, the relationship was \$2.40 for every \$1.00 of debt.

"Let's look at some more trends. This year cash represented 11.2% of current assets as against 13.0% a year ago. Quick assets of cash and receivables were equal to 39.1% of

total current assets when this year was born. Twelve months earlier the relationship was 41.5%. Those same assets of cash and receivables were 115% of total current liabilities this year, a very comfortable relationship, but a year ago the percentage was up to 130%.

"Fortunately inventory turnover and collections have held up in the survey report, but we know that the less experienced operators have run into more troubles in this respect also. And it's not only confined to them right at this moment. Each



There are so many Plus-es in the

P&D-IZE

IGNITION TUNE-UP PROGRAM

developed by your automotive wholesaler and P&D, that you'll want to be a part of it—but Quick!

It's designed especially for garage and service station owners and it includes just about everything to get you more business from this most profitable part of your industry. Besides the complete line of P&D ignition parts, finest made, the P&D-ize program through your wholesaler gives you the latest test equipment, manuals, clinics, schools, and plenty of point of sale ammunition to help you get more tune-up jobs.

Get in touch with your P&D-ize wholesaler right now, or drop us a line for the complete story.

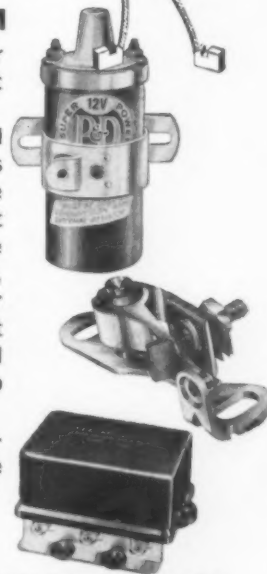


P&D MANUFACTURING CO., INC.

STARTING - LIGHTING - IGNITION

19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.



day brings comments from some suppliers who express surprise at the fact that some of their better customers have become problems insofar as collections are concerned.

"These are not the only guides to recommend a degree of wariness. If you haven't been caught in more financially involved situations this year, count yourself among the more fortunate. Business casualties for the first six months of 1960 came to 35 cases involving an amount in excess of \$3,000,000. For the same period last year, there were 15 cases

aggregating \$333,000. That's an increase of 133% of customers involved, to say nothing of the considerably higher dollar losses. In 1958, business casualties for the same period numbered only 10.

"We think credit men in the automotive field have been cognizant of this trend because it is evident that they have been making more and more use of the MEMA credit service. Inquiries from our members for the first six months of this year show a 13% increase, rising from 11,174 in 1959 to 12,607 this year.



Robert K. Whitaker, 37, formerly industrial salesman for Federal-Mogul Service's Houston district, has been promoted to district manager of the Memphis, Tenn. district. He will supervise five salesmen in all or parts of eight states through branch warehouses in Memphis, Birmingham, Ala., Little Rock, Ark., Nashville, Tenn., and Shreveport, La.

ISMA APPROVED



ASK YOUR DEALER OR JOBBER
**WE OUTSELL . . . BECAUSE
WE OUT SERVE**

**DIESEL
MARINE
INDUSTRIAL
AIRCRAFT
MOTORCYCLE
COMMERCIAL
AUTOMOTIVE**

YOCAM BATTERIES, INC.
TAMPA - MIAMI - JACKSONVILLE
PENSACOLA - ORLANDO, FLA.
MOBILE, ALA. - COLUMBUS, GA.

tennis

is difficult to play
at magnificent Mountain
Lake. The scenic grandeur
takes your breath away. Open
May 23-October 1. American
plan. Reasonable rates. Se-
cluded cottages, hotel
accommodations.

hotel
mountain
Lake

Fishing
Swimming
Horseback Riding
Mountain Climbing
Boating
Golfing

Write for folder, Mountain Lake, Va.

Another need for vigilance is the increasing number of new outlets and the necessity for an appreciably greater number of listings in the MEMA Credit and Sales Reference Directory."

Bendix Names Two in South

John J. O'Hara and Linton D. Kirk have been named territory supervisor and sales engineer, respectively, in the Southeast district of the Automotive Service Sales Department of Bendix Products Division. O'Hara will headquarter in Charlotte, N. C., and Kirk in Atlanta, Ga.

Kentucky Store Changes Hands

Buchanan-Lyon Co. of Campbellsville, Ky., has been purchased by Noel E. Newcomb and Morris Goff and is now operated at G & N Automotive Supply Co. New lines have been added and the operation has a branch in Greensburg, according to Newcomb. Former owner W. T. Callison has retired.

Carolinian Opens Branch

Carolinas Auto Supply House of Charlotte, N. C., has opened a local branch, according to W. K. Price, treasurer.

Monroe shocks, Bendix brake shoes, Bonney tools and Purolator filters have been added by Manchester Parts Co., Inc., Manchester, Ga., according to manager Harry J. Barnes.



Robert L. Stacey (above), former vice president and general manager of the National Automotive Parts Association, has been elected president, effective Sept. 1, of Borg-Warner Service Parts Co., Chicago, subsidiary of Borg-Warner Corp., succeeding A. C. Darling, who was elevated to board chairman. Stacey's broad automotive parts experience includes district managership of Allied Automotive Parts Co. from 1947 to 1949. He was associated with the Pratt & Whitney Division of United Aircraft Corp. from 1939 to 1946 and in prior years was employed by the Polaroid Corp. He joined NAPA in 1949 and since 1955 had been vice president and general manager.

Merit Names Florida Company

Gate City Automotive Wholesaler of 1019 Minnie St., Jacksonville, Fla., has been named warehouse distributor in the Northern Florida area for Merit Mufflers, according to Larry Cambridge, Merit sales manager. Bernie Richter is president of the distributing organization.

Yerton Retires in Wilmington

B. C. Yerton, salesman for Mac's Auto Parts Co. in Wilmington, N. C., and its present or former stores in Lumberton, High Point and Jacksonville, has retired because of ill health, President George McFarlane announced.

Gordon Joins Lubbock Company

Eugene Gordon, Jr., has joined Ferguson Auto Supply Co. of Lubbock, Texas, as sales manager, President Fred D. Pinkston announced. Gordon was formerly with AC Spark Plug Division.

Reese Leaves Arkansas Store

F. E. Reese has resigned as sales manager of The Automotive of Fort Smith, Ark., after 26 years of service. He is succeeded by Murrell Chumley, President M. L. Yantis announced.

Lee Filter Appoints Gould

Appointment of Larry Gould as sales manager of the Lee Filter Corp. has been announced by S. J. Somberg, vice president in charge of sales.

Alabama Firm Gets New Store

A large, new store opened at 815 31st Ave., Tuscaloosa, Ala., by Craig Supply Co. will be used to feed its three branches, co-owner Joe A. Craig announced.

Hatcher Ends Saturday Working

A. S. Hatcher Co., Macon, Ga., wholesaler in the transportation business in some form for more than 80 years, began last month closing on Saturdays.

Chamberlain Dies at Charleston

Frank L. Chamberlain, vice president in charge of the automotive department of C. D. Franke & Co., Charleston, S.C., died several weeks ago.



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Almost 5 feet long when inflated. Balloons this size usually sell up to 25c each.
Send only \$1 now. Plus 25c postage and handling for 200 in a variety of gay colors! Supply limited at this low price, so order several sets NOW for **GUARANTEED PROMPT DELIVERY, MONEY BACK GUARANTEE.**
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Wagner Electric Corp. held this recent redistributor meeting at Atlanta (l. to r.): front row, Forrest E. Wilson, general manager, and G. W. Hill, sales manager, Parts & Accessories Division, and C. G. Jackson, manager of the division's Atlanta office; second row, Alex Davis of Greenville, S.C., Eugene Vining of Jacksonville, Fla., John Ambron of Orlando, Fla., R. E. "Bob" Brown, Wagner Alabama salesman; John W. Beagle, Wagner South Carolina salesman; Don Dupy and Charlie Beeman of Miami, Fla., Ralph Price of St. Petersburg, Fla., Ed. Bottom, Wagner Jacksonville salesman; and Jack Adams of Jacksonville; back row, Clifton West, Wagner Miami salesman; Norris Cruthirds and Jim Sykes, Wagner Atlanta salesmen; Vern Dupy of Miami, Fla., Jimmy Wilson of Tampa, Fla., Ed. Weiss of Miami, Fla., and D. W. Roquemore of Miami and Orlando, Fla.

ASIA Plans Expansion Of Training Programs

PLANs for further expansion of the Automotive Service Industry Association's "Automotive Instruction in Our Schools" program have been announced by that body's vocational education subcommittee.

Steps which will be taken soon to add further impetus to automotive training programs in schools and increase cooperation between association members and school officials include:

1.—Increase the number of association members on the subcommittee.

2.—Develop a public relations program designed to promote interest in automotive instruction by students, their parents and educators.

3.—Hold meetings of ASIA state "schools" chairmen and co-chairmen to develop future plans to stimulate interest and action in vocational automotive instruction.

4.—Continue cooperation with the American Vocational Association, Washington, D. C., and the Automobile Industry-Vocational Education Conference.

5.—Encourage greater ASIA and educator interest in the "Future Automotive Technicians of America" organization.

In addition, the association will urge that greater interest in automotive training be taken by state wholesaler and garagemen's associations, and other interested industry groups.

In commenting on the plans, Ex-

ecutive Secretary J. L. Wiggins said, "The critical shortage of skilled automotive technicians presently existing in our industry is endangering the future of the entire automotive aftermarket. It is imperative that all industry groups cooperate in a combined effort to alleviate this most disturbing condition. ASIA's program for expansion of automotive training cannot be successful without the cooperation of industry and educators alike."

Dayton Names Seammen

Frank H. Seammen of Jacksonville, Fla., has been named district sales manager of a territory including Madison, Fla., and Brunswick, Valdosta and Waycross, Ga., by Dayton Industrial Products Co., a division of the Dayco Corp. (formerly Dayton Rubber Co.). Prior to joining Dayton, Seammen was for six years engaged in rubber product sales in the Southeast. He attended the University of Houston and the University of Florida.

Gatke Names Shuyler Reid

Shuyler Reid Sales Co. of Memphis, Tenn., has been appointed automotive division representative for the Mid-South by Gatke Corp. of Chicago, H. W. Boyle, automotive sales manager for Gatke, announced.

O. C. Bulluck has been added to the outside sales force of **The Auto-Equip Co.**, Rocky Mount, N. C., according to owner **J. D. Winstead.**



John Redwine (top) and Norman Riechers (bottom) have been appointed assistant sales managers—replacement in a move by Ramsey Corp. to give more effective direction to its piston ring sales. Redwine will be in charge of all sales activity through NAPA warehouse distribution, while Riechers will head up sales efforts through independent warehouse distributors and redistributors. Both will continue to head-quarter in St. Louis.

ASIA Resolution Urges Special Price Listing

A PLEA to all industry manufacturers whose products lend themselves to single or broken-lot sales to provide wholesaler customers with lists incorporating special price schedules was the basis of a resolution unanimously adopted by directors of Automotive Service Industry Association.

Manufacturers of such merchandise were urged to make available to their wholesalers a comprehensive price list which will indicate in dollars and cents the recommended sale prices for these units.

Among reasons for adoption of the resolution were that wholesalers are finding it increasingly difficult to maintain a level of profit that is consonant with good business and the handling and sale of broken lots of merchandise at package prices is a large contributing factor to the cost of operation, and also that only

a limited number of manufacturers of those products now offer a competent list of prices at which these units can and must be sold.

Autolite Sales Climb 16% over Last Year

CONSOLIDATED net sales for The Electric Autolite Co. for the six months ended June 30, amounted to \$115,756,452, an increase of 16% over sales of \$99,732,423 for the corresponding period of last year.

Net earnings, after taxes, for the first six months of this year were \$4,521,266, compared with net earnings of \$5,150,288 for the first half of 1959.

Because of lower requirements for original equipment parts, sales for the second quarter of 1960 of \$55,980,137 were approximately six per cent less than sales for the first quarter. Sales for the second quarter of 1959 amounted to \$57,843,250. Earnings for the second quarter of this year amounted to \$2,235,846, compared with \$3,181,705 for the second quarter of 1959.

Clinton Elevates Noonan To Sales Vice President

BERNARD A. Noonan has been appointed vice president, sales, of Clinton Engine Corp., replacing Cleus V. Erlacher, who resigned.

Noonan joined Clinton in January after 14 years with The Electric Autolite Co. as merchandising manager of its parts and service division.

Aluminum Bumpers Seen In "Very Near Future"

"WE BELIEVE this process will greatly increase the amount of aluminum used in automobiles. We expect it will be used first for making bumpers in the very near future."

That is what William G. Reynolds, executive vice president for research for Reynolds Metals Co., said of his company's new system of making aluminum with mass-production techniques.

AWOT Membership Hits 652

A gain of 66 members since Oct. 1, 1959, has swelled the ranks of the Automotive Wholesalers of Texas to 652. On Oct. 1 last year membership stood at 424 members and 162 branches for a total of 586. On July 19, 1960, membership had been boosted to 479 with 173 branches.

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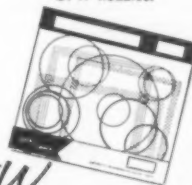
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McQuay Opens Houston Branch

A new branch warehouse at 2920 Crawford St., Houston, Texas, has been opened by McQuay-Norris Mfg. Co. E. M. McGlothlin, formerly assistant manager of the branch warehouse in Dallas, is in charge of the Houston operation, which includes nearly 10,000 square feet of floor space for warehousing and offices to serve eastern and southern Texas and southern Louisiana.

Short Dies in Bluefield

George E. Short, 53, owner of Short Auto Supply Co., Bluefield, W. Va., died last month. He had suffered a heart condition a short time previously. A native of Tazewell County, Short was for a number of years general manager of Counts Automotive Supply Co.

Severin Supply Names Pickens

William E. Pickens, a native of Okemah, Okla., has been appointed general manager of Severin Supply Co. of Oklahoma City. For the past ten years Pickens has been district representative for The DeVilbiss Co.



E. L. "Al" Dye has been appointed director of sales for Griffin Lamp Co., Shelby, Miss., and will have complete charge of distributor sales of the company's automotive safety lighting products. Dye started in the aftermarket as a distributor salesman in 1930. Most recently he was western sales manager for R. E. Dietz Co.

Shuford Heads Hayes & Hopson

Officers of Hayes & Hopson, Inc., Asheville, N. C., are F. B. "Doc" Shuford, president; O. L. Garner and C. M. Hyatt, vice presidents, and Sam A. Hubbard, secretary and treasurer. Max A. Hayes, a founder and the chairman of the board, died this past spring.

Pullman Appoints Shaffer

James W. Shaffer has been appointed district manager for the automotive and janitor division of the Pullman Vacuum Cleaner Corp. covering the Virginias, Maryland and Washington, D. C. For the past 12 years he has held various sales and managerial positions in the automotive field.

Joe Callison, salesman for G & N Automotive Supply Co., Campbells-ville, Ky., has retired, partner Noel E. Newcomb announced. New salesman is Holland Moore.

Merit Names Georgia House

Southern Automotive Warehouse, 370 Mitchell St., S.W., Atlanta, Ga., has been named Southeastern warehouse distributor by Merit Mufflers.

Dowgard has been added to the lines of The Automotive, Inc., Fort Smith, Ark., President M. L. Yantis announced.

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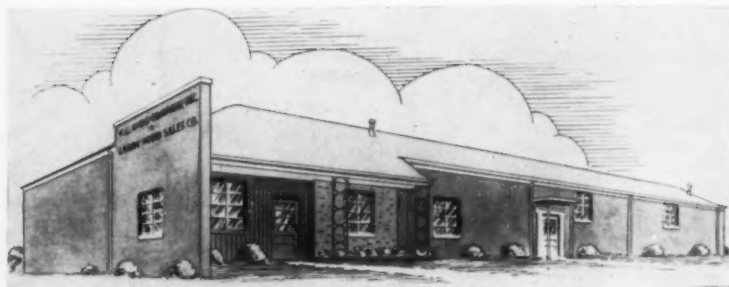


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George D. Snook, veteran management consultant formerly residing for years in the Southeast but in recent years headquartering at Capistrano Beach, Calif., will tell the annual convention of the Florida Automotive Wholesalers Association about his system of giving lie detector tests to employees. He has long been connected with the aftermarket in a wide variety of capacities. The convention will be held November 17-19 at Jacksonville's George Washington Hotel.



New home of the T. L. Kidd Co., Inc., and the Larry Kidd Sales Co., is situated at 415 Foster Ave., Charlotte, N. C. The former company functions as warehouse distributor, while the latter is its sales organization covering the Virginias and the Carolinas. Sales representatives are T. Larry Kidd, his son, Larry C. Kidd, and Jim Haywood. Loading docks and platforms at the rear of the modern and highly functional building will accommodate four trucks at one time, according to the senior Kidd.

mouth, Suffolk, Franklin and Emporia.

Edward J. Brickhouse is president. Vice president and general manager S. J. Williams, Jr., currently is president of the Virginias-Carolinas Automotive Wholesalers Association.

Carter School Graduates 50,000th Student

GEORGE L. Peavy, assistant foreman of Braun's Auto-Electric Corp., St. Louis, Mo., has received a specially engraved plaque commemorating his role as the 50,000th student to study under the Carter Carburetor training program from Kenneth F. Miller, Carter general manager.

Ceremonies marking the event took place at Carter's St. Louis headquarters, where the school opened in one room in 1934. A division of ACF Industries, Inc., Carter today has a much enlarged school with modern classrooms and a tune-up laboratory equipped with the latest testing devices. Both resident and non-resident instructions are available for mechanics.

Globe Fills Memphis Post

Roy M. Edmonds, former zone manager for the Pacific Coast plants of the Globe Battery Division of Globe-Union, Inc., has been appointed manager of the division's plant at Memphis, Tenn., replacing James McCallum, who was named manager for the company's newest facility at Geneva, Ill. Edmonds has been with the company since 1930. In 1935 he was manager of the Memphis plant and later was transferred to the Georgia plant.

Casco Elects Cramer

Election of Leonard F. Cramer as president of The Casco Products Corp. has been announced by Board Chairman James O. Burke. Cramer, formerly an independent marketing and management consultant residing in Fort Lauderdale, Fla., replaces Lawrence E. Fenn.

Rinsed-Mason paints and Rogers engines have been added by Range Auto Parts, Inc., Johnson City, Tenn., President R. M. Long announced.

Chesapeake Auto Supply Celebrates 40th Year

CHESAPEAKE Auto Supply Co. of Norfolk, Va., this year marks its 40th year of operation in that commonwealth.

Starting business at 735 Granby St., the company expanded in both directions, first adding 737 and later taking in 731-733 to provide complete automotive machine shop facilities. Need for larger quarters and adequate customer parking resulted in the erection of the Chesapeake Building on the corner of 21st St. and Omohundro in 1946. A two-story warehouse with railroad siding was added in 1956.

The first branch store was established in Newport News in 1928. Branches were opened later in Ports-



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B. A. Kline — Oklahoma City
Bishman Mfg. Co.

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Spray Products
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Cash Dean Co. — Ft. Worth
The Crescent Co.
Neal Greenfield — Ft. Worth
Vellumoid Co.
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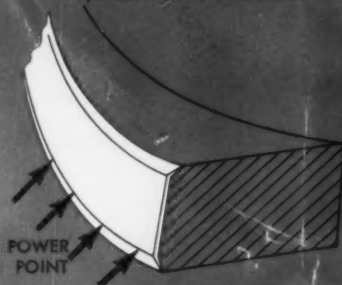
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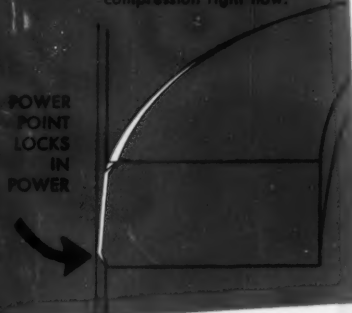
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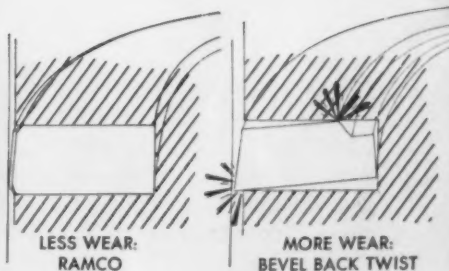
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